

march 1959

The Leading Publication. in the World of Offset-Letterpress Printing

THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER

Combining THE INLAND PRINTER with AMERICAN PRINTER AND LITHOGRAPHER

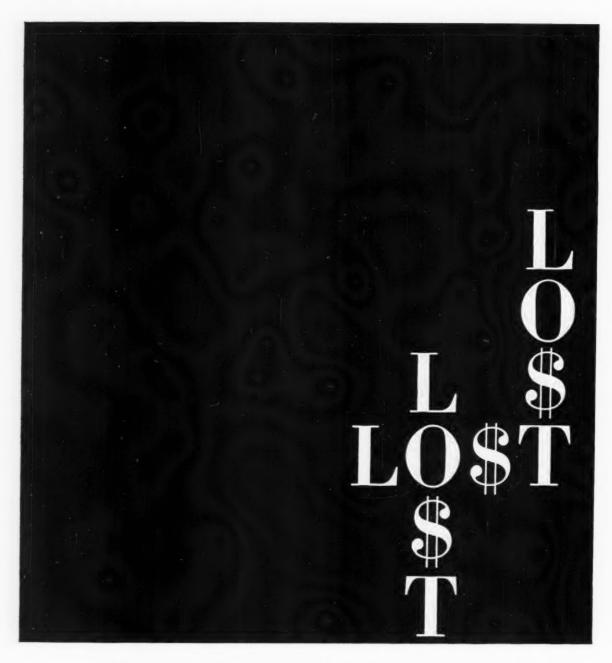
Business Forms Industry Widespread Today

How to Do Offset Printing on Foil

Business Forms Company Still Small Firm

Reproducing Transparencies for Offset

Rotary Business Forms Section to Meet



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The Inland and American PRINTER and LITHOGRAPHER



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

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LEADING ARTICLES

- How Printing by Offset Is Done on Aluminum Foil

 Until recently offset printers couldn't handle aluminum foil; stock now specially treated, production problems have been solved
- Walters Business Forms Expands With New Division 52

 New plant in Bloomfield, Conn., has 12,400 square feet and 4,000 more for warehouse; firm founded by Charles Walters in 1939
- Reproducing 35-mm Transparencies by Offset

 Color film in 35-mm size was introduced 23 years ago by Eastman; here are suggestions for handling transparencies for offset
- PIA Rotary Business Forms Section to Meet April 20-23

 Meetings at Edgewater Beach, Chicago, scheduled for second and third days with special shows on first and fourth days
- Range of Modern Business Forms Increasing Steadily

 Garner Dunkerley, Jr., Ennis Tag & Salesbook, says business forms insure accuracy; need for more efficiency creates more sales
- How Costs Can Be Reduced in Lithographic Plants 60

 Management must shoulder blame for most high costs that could be corrected; cost reduction man should check on cost leaks
- Magnetic Ink Printing Enters Lithographic Picture

 Lithograph Manufacturers Association meeting features talk on character recognition system for bank checks, statements
- Canadian Printer Specializes in Charts and Graphs

 Canadian Charts & Supplies stocks three to four million charts;
 with John Wilkes Press also does marginally-punched forms
- This Prospect Was Tough but I Finally Landed Him

 His sales literature and advertising were pretty bad, and he was suspicious of everyone who attempted to give him some help

REGULAR FEATURES

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Front cover design by Johannes Troyer, New Rochelle, N.Y.

For contents of previous issues of The Inland Printer or American Printer and Lithographer, consult the Industrial Arts Index in your library



Associated Business Papers

Audit Bureau of Circulations







LETTERS TO THE EDITOR

Unfair Paper Pricing Practices

Recently we experienced what may be considered some rather unfair practices by several paper houses in our city. A customer of ours ordered 5,000 business forms and requested a price to put on his purchase order. He called us to come and discuss what he thought was too high a price for this job.

We were indeed surprised to hear him say. "How can the job cost \$39 when the paper costs you only \$13.50? We consulted our price book and checked our bid sheet. Our paper would cost \$17.11 or about 27% more than our customer figured

"I just got these prices," he told us. "I get the same deal from several large paper houses and for a few pennies more I can even buy it from several retail stationery houses."

Here is a man who does not even own a press and the "deal" he gets which a recognized printer cannot obtain!

The customer places an order for 100 reams of cut and wrapped stock. He can mix any quantities of mimeo or sulphite in these 100 reams. The paper house will hold this order in stock so that the customer may draw on this 100-ream order at his convenience. The minimum shipment is ten reams or 50 pounds. There is no extra charge for this storage and split shipment service. Not until the third shipment does the paper house make an extra delivery charge. The price on these 50-pound shipments is at the 500-pound price level! (As printers we are not permitted to assort mimeo with bond and that applies to ton or 5,000-pound orders. Neither are we allowed split shipments.)

For an odd weight and color we would buy 17x22 reams per order and not carry this in stock. We got this particular order, paying the ream price, uncut, and our invoice was just 27% more than our customer's price on the cut $8\frac{1}{2}x$ 11-inch stock. Adding a minimum cutting charge of 80 cents to the net cost of the stock, our cost of the paper went up another 5% or now totaled 32% more than our customer's price.

Is there any wonder that this fair city has about 200 captive plants in competition to some 270 commercial printers (as shown in the Yellow Pages)? One of our chief arguments in the past against putting in a private plant has been the disadvantage of small quantity paper buying. Obviously, we have been barking up the wrong

-Carl Felt, Kelley-Plummer Printing Co., Kansas City 8, Mo.

This Month's Cover . . .

Johannes Troyer, who designed this month's cover, was born in South Tyrol, Austria, now part of Italy. In Europe he worked as graphic designer in a number of countries. In this country he is working as illustrator, calligrapher, and letterer for various publishers. He designed the Trover ornaments cast by American Type Founders.

CONVENTIONS WHAT - WHERE - WHEN

MARCH

Printing Industry of America, Sales Manage ar, Edgewater Beach Hotel, Chicago

Printing Industry of America, Sales Conference

Edgewater Beach Hotel, Chicago, March 19-20. International Typographic Composition Association, mid-winter conference, Women's Club. Miami, Fla., March 20-21. Folding Paper Box Association of America, an

nual meeting, Drake Hotel, Chicago, March 23-25. Point-of-Purchase Advertising Institute, annual exhibit, Palmer House, Chicago, March 24-26.

Advertising Trades Institute, Advertising Essentials Show, Biltmore, New York, Mar. 30-Apr. 1

APRIL

International Association of Electrotypers & Stereotypers, Spring Technical Conference and Exhibition, Royal York Hotel, Toronto, Can., April 13-15.

American Management Association, National Packaging Conference, Palmer House, Chicago,

American Management Association, National Packaging Exposition, Amphitheatre, Chicago, April 13-17.

Lithographers and Printers National Associa tion, annual convention, Greenbrier Hotel, White Sulphur Springs, W.Va., April 13-15. Carnegie Printers Alumni Seminar and Manage-

Carregie Printers Alumni Seminar and Manage-ment Conference, Carnegie Institute of Technol-ogy, Pittsburgh, April 16-18.

International Association of Printing House Craftsmen, First District conference, Sheraton-Biltmore Hotel, Providence, R.L., April 17-18.

Type Directors Club of New York City, Typog-raphy USA Forum, Biltmore Hotel, April 18.

American Newspaper Publishers Association, Properties Welder Activity Hotel, Newspaper Publishers Association, Pages 1987.

annual convention, Waldorf-Astoria Hotel, New

Printing Industry of America, Rotary Business Forms Section, annual meeting, Edgewater Beach Hotel, Chicago, April 20-24.

Printing Industry of America, Ticket & Coupon spring meeting, Drake Hotel, Chicago,

Europak 1959, packaging exhibition, Rai-Halls, Amsterdam, Holland, April 21-28. Printing Industry of America, Web Offset Sec-tion, annual meeting, Biltmore Hotel, Dayton, Ohio, April 23-24.

Texas Conference on Printing Management Problems, annual conference, Hilton Hotel, San Antonio, Tex., April 25-26. Southern Graphic Arts Association, annual con-

vention, Hotel Robert Meyer, Jacksonville, Fla.

MAY

International Association of Printing House Craftsmen, 14th District conference, Fort Garry Hotel, Winnipeg, Can., May 1-2.

New York Employing Printers Association, Lith-ographic Division, Lithoshow and Forum, Statler Hotel, May 2

Education Council of the Graphic Arts Industry invitational conference in conjunction with an-nual convention of American Society of Training Directors running May 4-8 in Detroit, May 4. Southern Paper Trade Association and the

Directors funning May 4-8 in Decision, 343 7-8.
Southern Paper Trade Association and the Southerners, annual convention, Deauville Hotel, Miami Beach, Fla., May 4-7.
Eastern Seaboard Conference of Graphic Arts

ndustries, Cavalier Hotel, Virginia Beach, Va

International Typographic Composition Association, spring conference, Statler Hotel, Cleveland, May 7-9.

International Association of Printing House International Association of Printing House Craftsmen. Third District conference, Chateau Laurier, Ottawa, Canada, May 8-9.
International Association of Printing House Craftsmen, Sixth District conference, Nippersink Manor, Genoa City, Wis., May 8-9.
International Association of Printing House Craftsmen, Eighth District conference. Hotel Savery, Des Moines, Ia., May 8-9.

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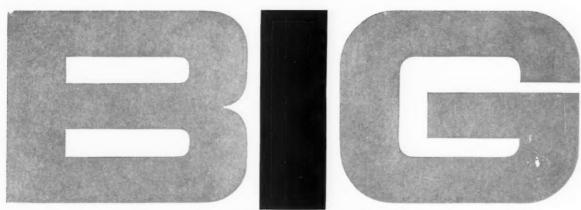
Yes, for the first time in the graphic arts industry, the responsibility for complete pressroom controls, drives, switch gear, consoles, and auxiliary equipment can be purchased from one source. Newspaper, gravure, and magazine pressrooms can now obtain maximum benefits from the Hurletron Complete Control Systems. Write Electric Eye Equipment Co., today for full information.

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Danville, Illinois

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moment in the life of Riley

Robert W. Riley is a kind of walking encyclopedia on the subject of coated book papers. In fact, he is one of the history-making group of paper specialists who participated in the development of the industry's first high-speed, on-the-machine coated printing papers.

That's why it will be a big moment for Bob when he gives the signal at St. Francisville, Louisiana, for the start up of the "Delta King"—the first *all new* coated book paper machine of its kind in the country. A Crown Zellerbach first, this giant machine combines the advantages of the roll coater with the remarkable leveling action of the trailing-blade coater on the machine, *in one continuous operation*.

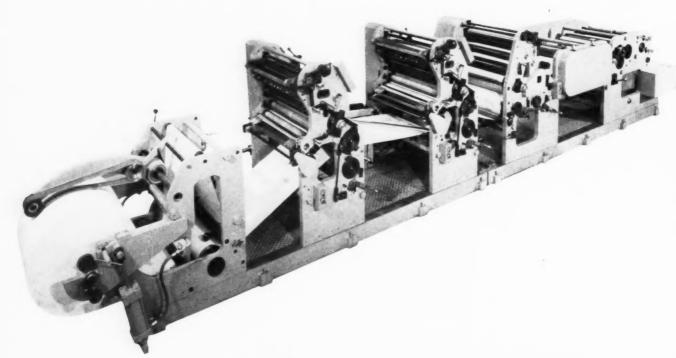
It will be a big moment for Printers, too, because this newest Crown Zellerbach manufacturing innovation makes possible *premium*

quality printing papers, with an extraordinarily level/smooth surface, at non-premium prices.

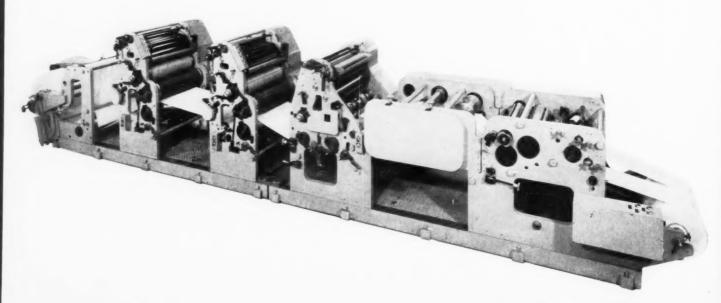
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Newer, more profitable from any angle!



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Here's a press designed to produce more impressions per hour, more work per day—day-in and day-out for years. Press speeds are rated conservatively at 550 feet per minute. Quicker starts and much less down time bring you hours more productive time. Consider the advantages of these unique Schriber features:

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The operator can load heaviest 40" rolls quickly and easily. The mill roll bracket is easily lowered to receive and adjust to the roll shaft . . . and is automatically lifted to operating position, ready to run. Bearing damage is avoided.

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Absolute constant tension is provided from mill roll through variator-driven metering-cylinder to press. Register "stays in." Board length remains constant throughout the run, regardless of roll diameter or press speed. There are no brokes to adjust or get out of order.

Printing unit adjustments are simple

Distributor rollers lift up to make easy access to adjustments of middle ink form roller. When press is stopped, impression is automatically tripped and ink rollers are disengaged. Water on offset unit is infinitely adjusted over full range while press is running.

Top quality is easily maintained—spoilage reduced

Three form rollers give ink distribution that prints halftones and reverses beautifully. Register is excellent. Illustrated model includes combination numbering and imprinting unit. It does file hole punching, line hole punching and cross-, continuous- and jump-perforating. It has a constant tension, eddy-current clutch center rewind with separate drive motor.

Versatility: You get the exact machine you need

No part of this press is "frozen design." Printing units are assembled in the number you need. Process may be rubber plate or offset—or combination of both. Web widths from 18" to 34" and cylinder circumferences from 11" to 28" can be supplied to fit your requirements. The name Schriber guarantees service, long-life construction and an understanding of your special needs.



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But only one measured up on all four criteria for the job-

Brightness: Exceptional.

Moisturized: Precisely at all stages of manufacture to run flat on the press without waves or tight edge.

Printability: An exceptionally smooth surface for fine reproduction of halftones.

Price: Moderate, to meet a budget.

Only one of the branded papers met all these requirements . . . Penn/Brite Offset . . . the value sheet.

If you too have a job requiring quality at a price, it might pay you to examine this fine paper.

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directions. Just rub on new Harris 3-in-1 Solution, and wipe it off. In 60 seconds, or less, you'll see a perfect image... ready for the press. Shadow areas stay open. Highlight dots print true.

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The results: an unequalled combination of economy, quality, sales service and technical know-how for printers dealing with West Virginia.

See how West Virginia's direct service can benefit you.

Just ask the man from West Virginia.

Write Commercial Printing Paper Sales,

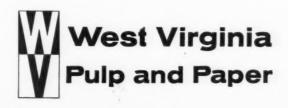
West Virginia Pulp and Paper Company,

230 Park Avenue, New York 17, N. Y.,

or contact an office listed below.

Fine Papers Division Commercial Printing Paper Sales

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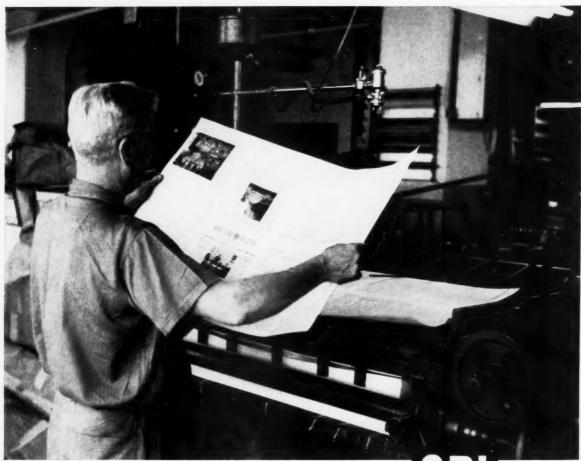
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GLOSTONE®

Truly glossy ink for high-speed multicolor printing. Economical, abrasion-resistant.

Here's a skilled printing craftsman at work. He's got an eye for quality, and knows how to get it. That's why he likes to work with GPI inks. He can depend on them to produce jobs that will stand close inspection. What's more, he can depend on the service and technical help that backs them up. GPI delivers his inks on time—with no ifs, ands or buts. And they're carefully matched for the job, the stock, the press. If a snag develops, he knows where to call for help. A GPI field man is ready to give him a hand—at the press, where it counts. That kind of service pays off—why not take advantage of it now?

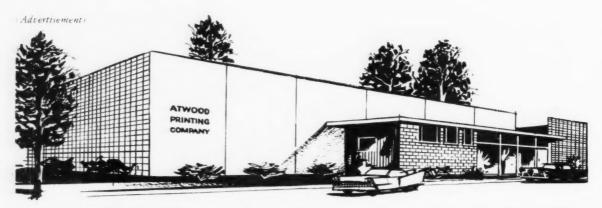


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Division of

Sun Chemical Corporation 750 Third Avenue, New York 17



Forms Printers Can Compete - At A Profit!

- Atwood Printing Co., Stockton, Cal., betters production with automatic sheet collator
- 75-year-old firm now competes very successfully with largest manifold houses



Burt, Lee and Bill Atwood, who with their partner, Frank Dueschke, operate Atwood Printing

The 75-year-old firm of Atwood Printing Company reflects the achievement that foresight, quality production and excellent service can produce.

They installed their first Didde-Glaser sheet collator—the Speed-Klect Model 51-1G, 5-station—in May, 1957.

Speed-Klect Highly Profitable

"The Speed-Klect has presented a definitely favorable profit picture," reports Atwood. "Beside saving us two girls in the bindery, we now handle jobs we would otherwise farm out or even turn down."

"We run everything from 9-lb. manifold and lightweight carbon, bond, ledger and tag up to 125 lbs. in weight. The jobs we put on our Speed-Klect are those that are not—or can't be—run by large manifolding houses and many straight collating jobs and line-find statement forms for ourselves and other printers."

Average-Size Job: 3,500 Sets

Atwood Printing Company believes Speed-Klect helps keep them competitive and still making a profit. And, though their average run is only 3.500 completed sets, they have found the Speed-Klect invaluable in handling larger runs.

190,000 Pick-ups In 26.3 Hrs.

A recent job handled was a 10,000 run in 10 sheets and 9 carbons. This was equivalent to a run of 40,000 sets or a total of 190,000 pick-ups, and was accomplished in just 26.3 hours of running time.

Speed-Klect Eliminates Bottleneck

"Even though we operated 3 tipping machines before we got our Speed-Klect." the Atwoods said, "we had a definite bottleneck in our bindery. The Speed-Klect let us keep even with our collating demands and give good delivery on our orders. We find results in register and collating much more accurate than we ever accomplished by hand or tipping-machine methods."

Use With Present Sheet-Fed Presses

Many printers using sheet-fed presses are re-evaluating Speed-Klect Collators for their own plants. They find that they too can be competitive in the production of business forms using their present sheet-fed presses in conjunction with Didde-Glaser collators—the only fully automatic sheet collators to successfully gather and glue even one-time carbon forms at high speed.

Speed-Klects are available in 3-, 5-, 6-, 7-, 8- and 9-station models, including the very new Dual-Stream sheet collator that even doubles present *automatic* production. The same job can be "dual-streamed" side-by-side, or two different jobs can be collated side-by-side.

Almost any kind of stock can be accommodated—from one-time carbons to pre-collated sections, and any Speed-Klect Sheet Collator may be used for straight gathering.

Complete information and specifications may be obtained by writing directly to: Didde-Glaser, Inc., Dept. IAP-3, 50-Hiway and W. 12th Ave., Emporia, Kansas.

Speed-Klect operator, Carl Sterkel, puts the Atwood Printing Company's 51-1G through its high-speed paces on a gathering-gluing run. Machine, installed in 1957, ended bindery bottleneck for Atwood.

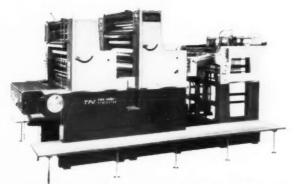


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For March, 1959

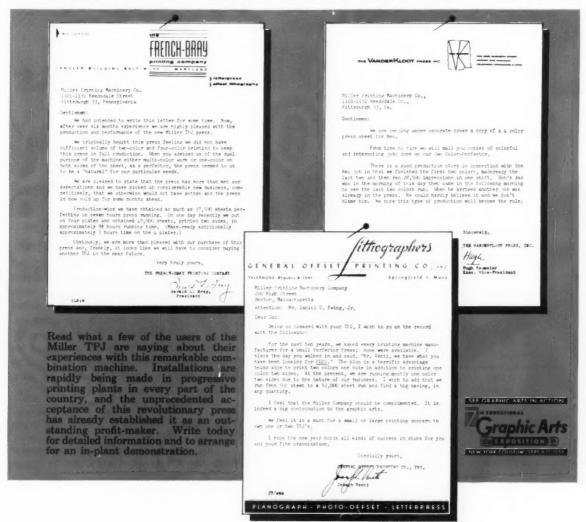


This insert is printed on TROJAN #470 gummed KROMEKOTE® cast coated paper by lithography. Illustration courtesy of Champion Paper and Fibre Company, producers of Kromekote.





USERS REPORT ON THE MILLER TPJ 23x36 TWO COLOR-PERFECTOR OFFSET PRESS





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DOWN
TIME

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ready all of your rotary letterpress plates on the Hamilton Universal Plate Mounting and Proofing Machine, while your presses hum on other work.

Hamilton

Patented interchangeable half-shell cylinder body construction adapts to any method of letterpress plate mounting, and dividing head and illuminated cross scale assure accuracy of spacing. Mounted plates are proofed to establish location and amount of make-ready required, make-ready is applied, and the plate reproofed to check printing quality. Motor driven inking device, and foot operated plate clamp help to speed the work, and the press is ready to start a new production run without down time for plate mounting, make-ready, or inspection.

Illustrations and descriptions of other Hamilton equipment for the rotary, web fed printing industry may be had FREE. Write for INFORMATION BATCH NO. HP-960.

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- 6. Print sharp and clean

Call your IPI salesman today for Speed King Packaged Blacks. And remember . . . IPI offers still other specialized blacks for every conceivable printing purpose!

SPEED KING PACKAGED BLACKS

SPEED KING JOB BLACK has a regular job press body and can be left on the press overnight because it contains no drier. Even after long shutdown, it is easily regenerated by the addition of fresh ink. Speed King Job Black sets and dries quickly and is recommended for general shop use on enamel, coated and absorbent stocks.

SPEED KING HALFTONE BLACK contains drier and should not be left on the press overnight. It sets and dries very fast with good gloss on enamel, coated and absorbent stocks, and performs well on some machine coated papers. Recommended for all top-quality letterpress halftone work.

SPEED KING LITHO JET H.T. BLACK is of the highest quality—has excellent fountain flow, resists greasing and prints sharp, clean and dense. Sets extremely fast and dries quickly on coated stock—slightly slower on regular offset. Good rub and scratch resistance.

SPEED KING LITHO GEM BLACK sets extremely fast on coated paper and slightly slower on regular offset stocks—has good working qualities and is excellent for process work. Prints dense with good gloss; contains drier and cannot be left on the press overnight.

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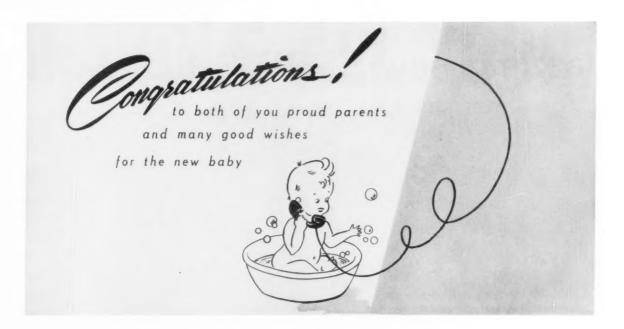




Most of today's important magazines—like those on this newsstand—are printed by users of Cottrell presses. In fact, 3 out of every 4 high-speed multicolor magazine presses in this country are Cottrells.



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... and our congratulations to Southern Bell Telephone & Telegraph Co. for effective use of a money-saving idea

TWO-COLOR PRINTING AT ONE-COLOR COST

Reproduced here is the front of a French-fold, die-cut mailing piece used by Southern Bell Telephone & Telegraph Company to recommend an extension telephone to customers whose family is increasing.

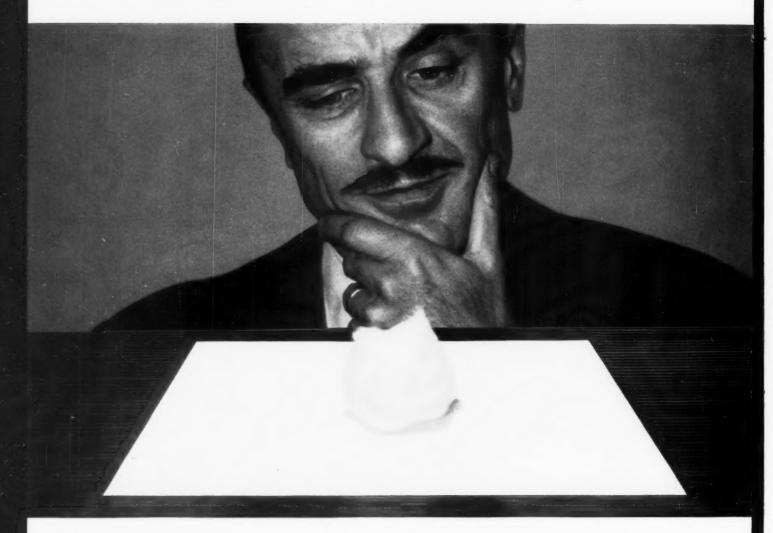
Blue ink on blue paper gives a two-color effect with one printing. Use of Ben Day shading in the illustration even adds a third "color".

Here's an idea, gaining fast in popularity, which, in a long run, can effect an important money saving for you. Colored papers cost only a little more than white paper of equal quality. Colored inks cost only a little more than black inks.

FREE—on request—demonstration packet containing 11 samples of printing on colored stocks. Write for it on your business letterhead.



International Paper announces dazzling new SPRINGHILL BOND



Amazing new bond paper is actually whiter than surgical cotton—yet costs no more than "off-white" bonds!

ABOUT A YEAR AGO, a brilliant new bond paper started rolling off a machine at International Paper's Mobile mill.

It was extraordinarily white. Countless tests by a famous research laboratory proved that it was *measurably whiter* than surgical cotton, salt, even chalk!

Extremely printable

Springhill Bond is more than just white. It's level, uniform, *crisp*. Try to pick up a sheet without making a crackling noise!

We insure excellent printing results by

cutting a sample ream from every reel and having it tested on actual printing presses. Springhill Bond is made to order for offset and letterpress printing.

Compare Springhill Bond for whiteness, for finish, for opacity, for "crackle." We think you'll agree, you just can't offer your customers a finer unwatermarked bond.

New Springhill Bond and Mimeograph are available in white and six colors in a full range of stock sizes and weights. The Springhill line is also available in Duplicator and Ledger papers.

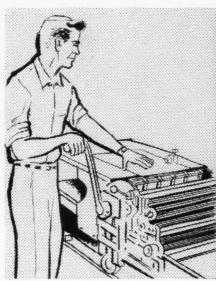


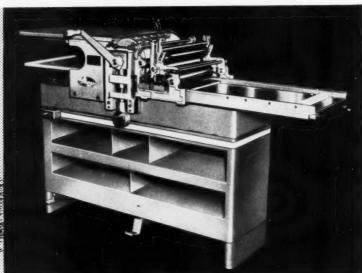
Look for this attractive new design. Handy "zip" openers on $8\frac{1}{2} \times 11$ reams. All cartons polyethylene-lined to control humidity.

HANDLE ALL YOUR PROOFING NEEDS

ON A VERSATILE

CHALLENGE® PROOF PRESS





One basic design . . .

four models, two sizes 141/2 x 231/2" and 191/2 x 231/2"

Important for the average printer and for many typographers and engravers, is the ability of Challenge Proof Presses to meet all the different proofing needs of the average shop.

For instance, on the Challenge GP Model, which is now available in two different sizes, 15" and 20", you can handle the finest reproduction proofing, color register proofing, short run production proofing, as well as pre-makeready and advance runs on small cylinder press forms.

If less critical reproduction proofing and more galley proofing is desired, the same basic press is available in the 15KP and 20KP models. Altogether four different models are available with varying features to meet your needs and pocketbook. All handle galleys up to 23½" in length.

In addition, three other Challenge Models are available for your general proofing needs. For information on the Challenge Proof Press to meet your needs see your local Challenge Printing Equipment Dealer or send the following coupon.



The CHALLENGE MACHINERY CO. GRAND HAVEN, MICHIGAN

Please send complete information on Challenge Proof Presses.



Name_____Position____

Company

Address

State PP-106



A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

PROCESS COLOR PLATE COMPANY

1200 W. Monroe Street • Chicago 7, Illinois • Phone CHesapeake 3-2211



RISING BOND new white is WHITER* than white!

1

* Whiter
than any other
quality white bond paper,
according to a
world-famous
testing laboratory



WHITENESS TESTS BY AN INDEPENDENT LABORATORY PROVE RISING'S NEW WHITE BOND BRIGHTEST...WHITEST

The evidence you can see with your own eyes...the unsurpassed brightness of Rising's new White Bond...is backed up by actual tests made in one of the United States' best known Independent Testing Laboratories. According to standards outlined in T.A.P.P.I. T-452M-48, "Brightness of Paper," samples of Rising's new White Bond are outstandingly brighter than those of other brands of nationally-advertised bright white bond papers of similar quality.

PERFECT UNIFORMITY... SHEET AFTER SHEET

Combined with extra bright whiteness, Rising's new White Bond assures you exceptional uniformity of the formation and cockle in every sheet...another reflection of the outstanding quality of "Fine Paper at Its Best!" These two important factors make it doubly important for you to specify Rising's new White Bond for the brightest ... the whitest ... in bright white bonds.

BRIGHT WHITE OR DELICATE PASTEL COLORS

Whether you prefer crisp, clean New White Bond or Rising Bond in smart, pastel colors, you get the same dependable assurance of uniformity . . . distinctive cockle, higher gloss, improved erasability...sheet after sheet, order after order. Rising Bond and Opaque Bond are available in the following weights and colors:

Substance 13 Substance 16 **New White**

New White

New White New White Opaque New White Opaque Antique Ivory

Aqua Blue Dove Grav Colonial Green Petal Pink

Substance 20 Substance 24 **New White** New White Opaque Antique Ivory

MATCHING ENVELOPES IN ABOVE WEIGHTS BY OLD COLONY ENVELOPE COMPANY



Made by the Mill that's famous for bright. bright. Winsted Glo-Brite



Makers of Rising Parchment (100% CF* Bond) . Rising Bond and Opaque Bond (25% CF) . Line Marque (25% CF Writing) . No. 1 Index (100% CF) . Hillsdale Wedding & Bristol (25% CF) . Platinum Paper & Bristol (25% CF) • Winsted Wedding & Bristol • Winsted Glo-Brite Vellum, Bristol, Text & Cover . And Technical Papers.

*Cotton Fiber

RISING PAPER COMPANY HOUSATONIC, MASSACHUSETTS

PRINTED ON RISING'S NEW WHITE BOND, SUBSTANCE 20

Are You Completing All These Jobs in One Operation?



FROM PAPER ROLL TO COMPLETED PRODUCT IN ONE HIGH-SPEED OPERATION

That's the New Era Press! It prints any number of colors on one or both sides of the web at the same time, die-cuts any shape or size, slits, punches, perforates, numbers and delivers the finished job—either cut off, rewound or folded—at the end of one run by one pressman. The New Era Bulletin also shows how the New Era Press handles bag headers, tickets, specialties. Write on your company letterhead now for your free copy of the New Era Bulletin.



the cost cutting standard

cequirements, PRIME can't be beat.

Selected formulations, quality controlled in manufacture, guarantee you a fast-setting, every day ink that gives you sharper, clearer prints everytime. Formulated to maintain body uniformity, PRIME inks have a longer shelf life, and are foolproof on the press. A superior ink for letterpress work, PRIME inks are available in a wide range of popular colors to be run straight, or easily mixed for additional brilliant colors. When you use PRIME you do away with wasteful leftovers, and benefit from the economy of eliminating

press-ready

letterpress ink

Call your S&V representative now

—be prepared with press-ready PRIME

—stock it today and start cutting costs.

Sinclair and Valentine Co.

DIVISION OF AMERICAN-MARIETTA COMPANY

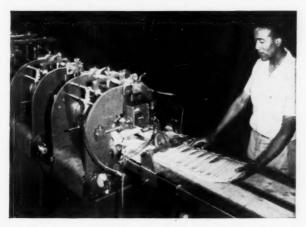
611 WEST 129TH STREET, NEW YORK 27, N. Y.



Canadian Affiliate: SINCLAIR and VALENTINE CO. OF CANADA, LTD., 240 Madison Avenue, Toronto 7, Canada

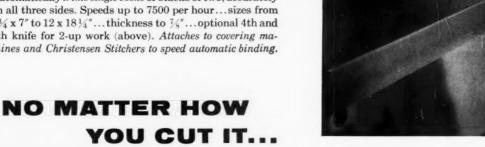
Lawson Automatic Clamp Cutters

Unequaled flat cutting accuracy-fastest, most rugged cutters in their size range-39" to 69". Easy operation, minimum maintenance. Electronic Spacer, Flexible Clamp, Air Cushion Device optional for maximum productivity.



McCain 3-Knife Trimmer From Dexter

Automatically trims single books or stacks of two, accurately on all three sides. Speeds up to 7500 per hour...sizes from $4\frac{3}{4} \times 7''$ to $12 \times 18\frac{1}{4}''$...thickness to $\frac{7}{8}''$...optional 4th and 5th knife for 2-up work (above). Attaches to covering machines and Christensen Stitchers to speed automatic binding.





there's an efficient Dexter or Lawson machine to do it... BETTER



Lawson 3-Knife Rapid Trimmer

Trims lifts of books, magazines or pamphlets (to 43/4" high) on all three sides. Hairline accuracy...speeds to 25 lifts per minute...trim sizes from 2 x $3\frac{1}{8}$ " to $11\frac{3}{4}$ x $17\frac{1}{2}$ ". Versatile...fast...easy to set up and change over... handles two-up work with ease.



DEXTER and LAWSON

Divisions of Miehle-Goss-Dexter, Inc. Chicago 8, Illinois



Dexter Brackett Trimmer

Quickly cuts apart multiple-up work (pads, postcards, tablets, salesbooks, etc.). Hydraulic clamp, fast knife action, exceptional accuracy. Work up to 25" wide moves right through the machine to built-in conveyor for packing ...teams up with Lawson Electronic Spacer Cutter for maximum label cutting efficiency.

BETTER LETTERS for BETTER BUSINESS on BETTER PAPERS



... by Parsons can help you make *Better Profits* on any printing job. For letterhead stock on your floor, a well-known 25% cotton fiber bond is a sure way to get better business ... particularly when you offer ...

For better business,
Parsons Papers advertisements such as
this appear regularly in
Business Week, Newsweek, Best's Insurance
News, The Office, The
Journal of Accountancy,
and The Wall Street
Journal.

HERITAGE BOND FOR REPEAT ORDERS

Performs well on presses or die-stamping equipment . . . on typewriters and with pen and ink.

Attractive, uniform surface and texture reflects over 100 years of cotton fiber craftsmanship.

Wide range of items . . . regular, opaque, and fluorescent white, six colors in weights, sizes and grain directions for all printing and use requirements.



Parsons Paper Company, Holyoke, Mass. Dept. H Please send the following:	
Please send the following:	1-1
☐ Parsons Heritage Bond Sample Book	
Parsons Letterhead Design Portfolio	
Name: Company:	
Address:	
City: State:	

PARSONS PAPER COMPANY

3

IS A STRIP OF PAPER SMARTER THAN ME?



PLAST-O-DAMP IS THE TOUGH, PARCHMENT-LIKE PAPER DAMPENING COVER THAT MASTERED

MOISTURE CONTROL ON LITHO PLATES!

It is known as Ideal's Plast-O-Damp System of Measured Moisture

With this new, disposable, lintless dampening cover used over Ideal's Plast-O-Damp water form base roller, you can control plate moisture as accurately as you do ink throughout you entire press run! With no moisture variation, you get clearer, sharper colors, no hickeys no mottling and NO STOPS to adjust for too much or too little water!



Write for descriptive folder.

21-24 Thirty-ninth Avenue 6069-6073 Maywood Ave. Long Island City 1, N. Y. Huntington Park, Cal.

Huntington Park, Cal.

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"Cronar* saves us \$5000 a year... and ups our production 25%"

—Caleb D. Hammond, President
C. S. Hammond & Company, Maplewood, N. J.

C. S. Hammond & Company is one of the nation's leading publishers of maps for encyclopedias, directories, atlases and globes. Founded in 1900, the firm now employs over 125 persons.

In President Hammond's own words, here's how Du Pont "Cronar" Ortho A has helped him save money and increase production:

"We have always insisted on maintaining highest standards of workmanship. When we used acetate films, we frequently had to re-shoot, since film shrinkage affected registration on finished maps, and this in turn affected accurate positioning of important landmarks and areas.

"Each four-color map we make requires upwards of 10 to 14 film negatives and four film positives. In making the negatives for an average map, we spent about \$30 in labor and materials, which went down the drain if a re-shoot was necessary. We averaged about 160 re-shoots annually because of film instability.

"Since using 'Cronar' Ortho A, we have eliminated re-shoots due to film stretching or shrinking. Additional drafting can be done on the film with India ink, removed, and re-drawn without damaging the film. By eliminating the re-shoots, we have been able to effect a 25% increase in production. And we can store both positives and negatives indefinitely, secure in the knowledge that they will retain their dimensional stability during storage."

All these plus features can be yours—and for the same price you pay for acetate film. For more information on "Cronar" graphic arts films, write: E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

*Du Pont's trademark for its polyester graphic arts films



Better Things for Better Living . . . through Chemistry

This advertisement was prepared exclusively by Phototypography

Goming! 3 NEW GHEES METUS

AMERICAN TYPE FOUNDERS

ELIZABETH, NEW JERSEY

Pre-register system on new Chiefs assures first class work at top speeds

Three new, fast two-color Chiefs with advantages that spell higher profits for every hour of running time are now available from ATF.

The *Chief* 238 prints sheets up to $25\frac{1}{2}x38\frac{1}{2}$ " at speeds to 7500 iph.

The *Chief 250* prints sheets up to 361/4x50" at speeds up to 6500 iph.

The *Chief 255* prints sheets up to 38 x 55" at speeds up to 6000 iph.

All three presses include features that save time, trouble and profits for the printer. For instance:

The pre-register system permits twice the time for registering the sheets as on presses without such a system. In effect, the press is equipped with two sets of headstops. The sheet is slowed down and brought into register at the front by the first set of headstops, underneath the previous sheet.

While the previous sheet is being transferred to the impression cylinder by the swing-arm mechanism, the next sheet moves down slowly to the second set of headstops, where it is again registered—this time front and side. The second or main headstops are adjustable while the press is running—to vary the gripper margin or correct the "lay" of the sheet. When these headstops are adjusted, the check-fingers automatically adjust to the same relative position.

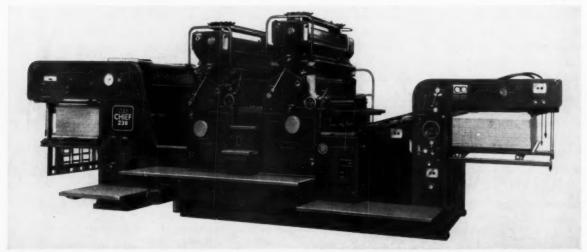
The "V" cylinder arrangement of the presses is such that both colors are printed while the sheet is held in position on the *one* impression cylinder. This eliminates register errors common to presses requiring transfer of the sheet between printing units. The printing units on the Chiefs are on

the same level, which makes them fully accessible to the pressmen. Ample room for working is provided between the color units, and convenient storage trays for inks, chemicals, etc., are provided for each unit.

The high speed stream feeder is easy to set, keeps sheets in full view while feeding. Continuous feeding—which permits pressmen to install a fresh pile of stock while the press prints the last of the preceding pile—is available without extra cost on the Chiefs 250 and 255 (optional on the Chief 238).

The swing-arm is cam-operated in both directions to insure accurate register at high speeds. The presses employ two feed cylinders, which permit the swing-arm to operate above the feed-plate and give the sheet a fairly flat line of travel

Continued on page 2



Turn page for interesting story on ATF Chief 22

100 year old plant installs ATF Chief 22 after careful study of 17 x 22 offset presses

Sentinel Printing Company, a division of The Hempstead Sentinel, Inc., celebrated its first complete century last year, under the operation of four generations of the Van de Water family. This progressive Long Island plant has both letterpress and offset equipment, plus its own composing room and bindery. The company turns out a wide assortment of jobs for a variety of customers. A typical day's line up might include work on well over a hundred different jobs. Some recent examples: summons "tickets" for the local police department, catalog pages for a giant aircraft equipment manufacturer, business forms for a department store, window banners for a toy company, and a monthly house organ for a bank.

Always expanding and updating their facilities, Sentinel recently consulted a trade association about the best way to build up their offset operation. The technical consultants advised Sentinel to add a 17 x 22 offset press, pointing out that this size would tie in best with Sentinel's large volume of runs on both single and multi-color jobs.

The present owners, Kenneth B. Van de Water and his son, Ken Jr., thoroughly appraised all available models in the 17 x 22 size range. They lined up complete specifications and operating details from all the manufacturers, and visited plants operating offset presses in this size. On the basis of this careful analysis, the people at Sentinel decided on the ATF Chief 22. After about eight months of use, they are convinced that their choice has been justified.

Sentinel's pressman on the Chief 22, Howard Gregg, likes the fast



Howard Gregg, Sentinel pressman, finds the Chief 22's fast plate lock-up easy to work with.

set-up and getaway, as well as the general easy and trouble-free operation. And he finds the wash-up device convenient and thorough. The quality of the work the press turns out is highly regarded, too, especially where color and register are concerned. The Chief 22's inking system provides the heavy coverage needed when running color forms. And of course the compact, spacesaving construction fits in well with Sentinel's neat and orderly plant layout.

Sentinel uses the Chief 22 for house organs, technical manuals, business forms, two and three color box wraps—all on an assortment of stocks, including gummed, bond, coated, tracing paper and 91# index. The pressman finds the Wale floating nozzle a great help when running hard-to-handle stocks.

This addition of an ATF Chief 22 is just one step in the Sentinel expansion program that has been going on since the company was founded in 1858, and has been accelerated in the past ten years. A few years ago Sentinel moved to its present location, a single-level building especially designed for them. And one of the primary considerations in laying out the new quarters was providing extra floor space for future expansion.

Continued from page 1

from the feed board to the impression cylinders—a distinct advantage when printing heavy card stock.

Printing pressures on the two units are adjusted by a handwheel, and micrometer adjustment on the operator's side of each unit. A calibrated dial indicates the setting.

Blanket-to-plate pressure can be varied by a simple micrometer adjustment—which eliminates the need for changing packing, should the blanket swell a little during long press runs.

The feed-plate is raised or low-

ered to compensate for differences in stock thickness. This is accomplished with a handwheel and micrometer adjustment, and eliminates the need for adjusting grippers when changing stocks.

The feed board is motorized, for easy raising and lowering.

Lubrication is automatic and semi-automatic, and very few points require individual attention. A red warning light indicates when the oil reservoir needs refilling—although press can be run for some time after it appears, without danger.

All cylinders are mounted in special alloy phosphor-bronze lined bearings, which are lubricated automatically. As a result, the press is quiet in operation and longer-wearing at these critical points.

Standard equipment on the Chief 250 and 255 includes a highly efficient mechanical gripper in the delivery, which insures accurate delivery at high speeds (this feature is also available on the Chief 238 as optional equipment).

Ask your local ATF representative or Branch for the details.



Alabama-Arizona-Arkansas

Partin Paper Co., Mobile Butler Paper Co., Phoenix Arkansas Paper Co., Little Rock Roach Paper Co., Little Rock

California-Colorado-Connecticut

Carpenter Paper Co., Los Angeles Ingram Paper Co., Los Angeles Sierra Paper Co., Los Angeles Sierra Paper Co., Los Angeles
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Illinois - Indiana - Iawa

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Montana-Nebraska-New Jersey

Carpenter Paper Co., Billings Carpenter Paper Co., Great Falls Carpenter Paper Co., Missoula

Now . . . proved for better label jobs



the *relaxed* gummed label paper

Prone is a fabulous new gummed paper that stays flat even when subjected to wide variation in press room storage or use conditions. It is so relaxed it gives you no press resistance yet the body and bulk allow perfect feeding and printing by any process, handling as free and easy as plain paper. It riffles, it jogs, it conforms easily and sticks fast to shapes on which it is applied.

Made with a remarkable chemical adhesive, Prone is unlike any gummed paper you have ever used because the adhesive is dimensionally compatible with the paper stock in its expansion and contraction. Prone remains flat. It allows economical long printing runs because it remains so stable in use and storage.

Performance has been proved in extensive field testing conducted during 1958. A trial run will show you how substantial Prone paper is, yet how relaxed and printable. Ask the Mid-States dealer nearest you as listed on this page for sample sheets and full information. Or write us on your letterhead. No obligation, of course, but be sure to ask for Prone gummed label paper.



MID-STATES GUMMED PAPER DIVISION

MINNESOTA MINING & MANUFACTURING COMPANY
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Wisconsin

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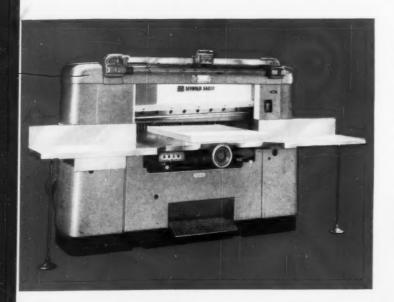
Export Sales Agency

Minnesota Mining & Mfg. Co. International Division New York, New York



Jobs like this DEMAND an ABSOLUTELY SQUARE CUT

a Seybold Saber delivers it



A whole of a lot of labels are cut on Seybold Sabers. That's because packers insist on an absolutely square cut so that high-speed labeling machines won't jam.

Bad cutting may be jamming the works for you. High spoilage. Out-of-square folds in the bindery. Rejected jobs. It pays to look to the operation ahead, whether it's trimming printed sheets or multiple-cutting labels.

How about letting us demonstrate the *One* cutter that gives an absolutely square cut *Every* time . . . the Seybold Saber. There are a lot of reasons why. There must be. More Seybold cutters are used in this country than all other power paper cutters combined.

The Saber's new conveniently located clamp pressure adjustment is just one of many new design developments.



HARRIS-SEYBOLD

A Division of Harris-Intertype Corporation 4532 East 71st Street, Cleveland 5, Ohio

UTOMATIC



precision by Automatic Hand Lift Truck. Ideal choice for shorthaul intermittent service

LD

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High-stacking Automatic Docker with paper roll clamp conserves storage space by stacking rolls four-high.



AUTOMATIC TRANSPORTATION COMPANY

Division of the Yale & Towne Manufacturing Co 81 West 87th Street, Dept.C-9, Chicago 20, Illinois WORLD'S LARGEST EXCLUSIVE BUILDER OF ELECTRIC-DRIVEN INDUSTRIAL TRUCKS

Automatic Electric Trucks Stretch Storage Space...Shrink Handling Costs...Save Time

However specialized your paper-handling operations may be, there's an Automatic Electric-Driven Industrial Truck to do the job. Over 200 standard models are available, and special attachments add even further versatility to performance.

Shown here are three typical paper-handling problems solved by Automatic trucks. These examples suggest just a few of the many ways Automatic trucks can and do improve handling efficiency, cut costs, and increase capacity of existing storage

For help in selecting the truck model best suited to your job requirements, call on your Automatic representative. He is an experienced materials-handling engineer, with a keen desire to be of service to you.

The truck you choose can be leased or purchased on convenient budget terms. But get the entire story...fill out the coupon and

For Advanced Materials Handling-At Less Cost to You

Please send me, as quickly as possible, your new Industrial Truck Selector Guide.	C-9
Name	Title
Firm Name	
Address	
City & Zone	State

"Same-day printing service . . .

is just one of the advantages we can offer with our DAVIDSON DUAL-LITHS."

says Fen March, President, Colorcraft Corporation

Colorcraft Corporation installed its first Davidson Dual-Lith ten years ago. Its versatility caused this Solon, Ohio firm to add a second Dual-Lith, a Model 241.

Colorcraft uses its Dual-Liths to handle those smaller jobs—such as labels, envelopes, folders, stuffers and letterheads—which otherwise it would have to pass up. With Dual-Liths, Colorcraft can have a job on the press and running within an hour after receipt! And the quality of the printing, says Mr. Marsh, "competes with that of any other machine, regardless of size."

In addition to using Dual-Liths to turn out those hundreds of jobs that would normally tie up the bigger presses, Colorcraft uses them to obtain 3 and 4 color process proofs before setting up the larger presses.

Colorcraft's Dual-Liths handle everything from 3"x 5" cards to 10"x 14" sheets (other Dual-Liths handle sheets up to 14"x 17½") . . . and these presses print everything from simple single color line to four color process work. Accessories permit Colorcraft to do simultaneous 2-sided printing, perforating, numbering, imprinting on their Dual-Liths. And king-size economy—in time, labor, materials—is what Colorcraft realizes on every Dual-Lith job!

Learn more about the economies and wonderful advantages of low-cost Dual-Liths in your operations. Write us today for a free Dual-Lith booklet!

Davidson Corporation, subsidiary of Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N.Y.





Your Confidence starts in our Laboratory, where Constant Scientific Controls assure you of Dependable Perfection Products.



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There is nothing finer for offset lithography or letterpress printing. Faster, trouble-free feed on press. A grade and finish for every need.

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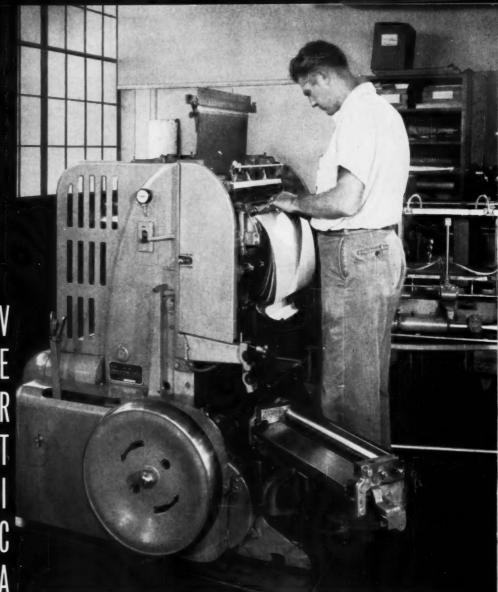
169

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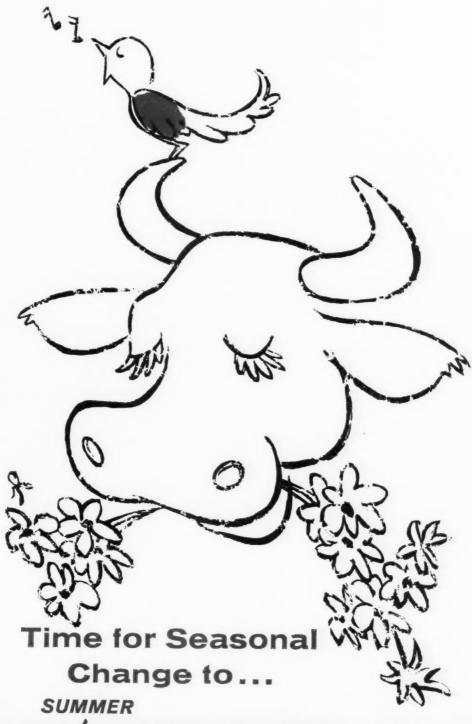
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NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

January Business Higher Than Same Month in '58 January business was notably higher than year ago, Commerce Dept. report said on March 5. Sales totaled \$27.3-billion, up \$1.4-billion from Jan. 1958. New orders placed with manufacturers, an indication of future activity, totaled \$28.1-billion, about 16% higher than a year earlier.

Business Forms Sales Equal 1957 Record Year Sales of business forms in 1958 rose to \$350-million, equal to sales in 1957, a record year for dollar volume by the industry. So reported Business Forms Institute late last month. See page 57, this issue of IAPL, for full details.

Lithographers Annual
Convention April 13-15

Theme of Lithographers and Printers National Association 54th annual convention, April 13-15, Greenbrier, White Sulphur Springs, W.Va., is "Industry Teamwork-Company Progress." For program details see page 91.

Rotary Business Forms
Meeting Set for April 20

Rotary Business Forms Section of PIA has delayed annual meeting to April 20-24 at Edgewater Beach in Chicago. Full story and program details on page 57.

LTF Research Committee
Reports on Progress

Lithographic Technical Foundation's annual research meeting held March 11-12 in Chicago. Several hundred attended. Many new developments in offing . . . see April IAPL for details.

Business Forms Seminar In New York April 2 Seminar on selecting and training salesmen sponsored by the Business Forms Institute dated for April 2 in New York City. Chairman of sessions at Waldorf-Astoria Hotel will be B. W. Rhodes, vice-president, Shelby (Ohio) Salesbook Co.

650 at GTA Convention In Chicago March 4-6 Gravure Technical Assn. at 10th annual meeting in Chicago, March 4-6, had over 650 in attendance, elected William W. Fitzhugh, Jr. of New York City president. See April IAPL.

Paper Prices Up 3% This Year, Economist Predicts

Pulp and paper prices will go up about 3% in 1959, paper industry economist told American Paper & Pulp Assn. annual convention late last month in New York. Demand for groundwood, used for newspapers, magazines, and textbooks will go up 5% this year. See April IAPL for details.

(Over)

NEWSLETTER

(Continued)

Direct Mail Volume Hits New High in '58 Direct mail volume last year rose to new high of over \$1.8-billion last year . . . 8% above record level in 1957.

Newspaper advertising rolled up highest dollar volume last year. Direct mail was second.

Donnelley Buys Rudisill Plant in Lancaster, Pa.

R. R. Donnelley & Sons Co., giant Chicago printer, has purchased Rudisill and Co., Lancaster, Pa., printing house, headed until death by James J. Rudisill, former president of Printing Industry of America. Donnelley has about 8,600 employees, main plant in Chicago, smaller plants in Willard, Ohio; Crawfordsville, Ind., Detroit . . . new rotogravure plant building in Warsaw, Ind.

Dr. Marvin C. Rogers Heads Paper Testing Lab <u>Dr. Marvin C. Rogers</u>, nationally known in printing and lithographing industry, <u>has been named director of Chicago Paper Testing Laboratory</u>, <u>Inc.</u>, 536 Lake Shore Dr. Lab is equipped for commercial testing, consulting, research.

NYC '58 Printing Sales Close to 1957 Record

Printing sales volume in 1958 in New York metropolitan area was \$1.136-billion, second only to \$1.175-billion in 1957.

New York Employing Printers Assn. index shows this year's January sales only 0.7% below level for last year's January.

Folding Paper Boxes Off 3.6% in January Figures

January shipments of folding paper boxes were off 3.6% in dollar volume and 5.3% in tonnage from same month last year, Folding Paper Box Assn. announced early this month. Industry volume totaled \$71.3-million, down \$3.3-million from Jan. 1958. However, Pacific area showed gain of 2.7% in dollar volume, but eastern and northern areas down 4.3% and 3.4%, respectively . . . south down 11.9%.

Ayer Newspaper Contest Entries Judged in April The 29th Annual Newspaper Contest for the Ayer Cup and other awards just announced by N. W. Ayer & Son. Week of March 16 selected and specific day will be chosen by lot. Entries will be judged in April.

Lithographic Forum Set For January in Chicago Major lithographic educational forum now set for Chicago last three days of Printing Week, 1960 . . . sponsored by Printing Industry of Illinois and Calumet Ben Franklin Club. Those attending will see production in offset plant.

Newspaper Figures Down

Daily newspaper circulation in 1958 off by 250,000 from '57. First such loss in last seven years. Strikes and increased single copy prices were reflected in decrease.

Printing by Offset On Aluminum Foil

Until recently offset printer couldn't handle aluminum foil; stock now specially treated and production problems solved

By Robert F. Watson

Ten years ago, virtually all lithographers avoided printing on coated papers. As a prominent cigarette ad states, "They said it couldn't be done." Today printing on coated papers is a profitable part of nearly every lithographer's work.

The work done by ink manufacturers, paper suppliers, and the lithographers themselves to solve the coated paper problem has been paralleled by similar work on foil stocks.

Why lithography on foil? Aluminum foil has become recognized as a leader in high-impact printed materials from beer labels and soap wraps to annual report covers and impressive brochures. Until recently, however, this important medium has been denied to the offset printer, and foil printing customers have been unable to obtain lithography's advantages (low cost plates, excellent reproduction even to the extent of full color photographs).

The following is a brief discussion of stock, shop techniques, costs, and art work considerations when printing by offset on foil.

Stocks of 45- and 60-pound gummed as well as ungummed foil-paper laminations are carried by many paper jobbers. These sheets are supplied flat, and with a smooth mirror-like surface, already treated for printing with a vinyl or nitro-cellulose lacquer. Special orders can be filled, using virtually any paper or board. We

Has Engineering Degree

Robert F. Watson is assistant product manager of the Foil and Container Division of the Kaiser



Aluminum & Chemical Sales, Inc., Chicago. He heads Kaiser's national promotional and sales program for laminated foil. In his 12 years with the company he has held several management and supervisory positions at different district and regional offices. He has an engineering

degree from the University of California. He has spoken to a number of graphic arts groups.

have found that most paper stock requirements run between 45-pound and 100-pound, and most board requirements run between 8 and 22 points. Specified paper or board is casein latex laminated to .00035-inch dead soft foil. Heavier foil can be mounted with either the shiny or matte surface out, depending upon the effect desired. In addition, dyes can be added to the surface lacquer to provide rich metallic shades of gold, red, blue, etc. Heavier foils can be used for special embossed effects.

Specify Special Treatment

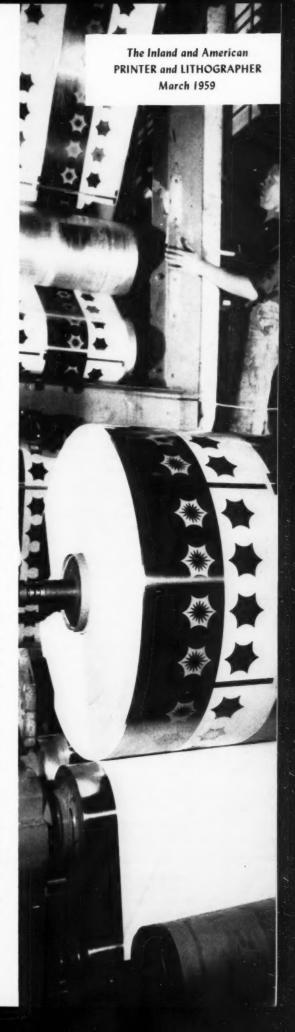
In ordering special stock, be sure to specify "surface-treated for lithography," and remember that foil will conform to any surface roughness of the paper. On most quality jobs supercalendered paper is specified. Coated litho papers are required only when the paper side of the stock will also be offset printed.

Many lithographers order stock so they can print with the paper grain running into the press—not across the press. This will minimize any tendency to curl without giving registry problems. Foil is relatively stable dimensionally.

This brings us to shop practices for printing on foil. Remember our emphasis on the vinyl lacquer print coating. This coating runs about one pound of solids per ream and is one key to recent success in offset printing on foil. The coating fills out any minute valleys and provides a smooth surface which oil-based litho inks can "bite" into. The inks should be chosen after checking with your ink supplier. (See chart.) All major offset ink manufacturers have now developed special fast oxidizing inks for use with foil. These special inks are needed, since foil is nonabsorbent and drying will depend on oxidation.

As with any expensive stock, careful handling is required. The edges of stacked sheets should not be bruised or dented. The stock should be stored only on flat surfaces. Humidity variations during storage can cause curl, since only one surface is moisture proof. In this respect, foil stock is similar to a one-side varnished sheet.

Any offset press which handles paper will handle equivalent foil laminations.





Pressman adjusts suckers at feeder end of press to pick up aluminum foil sheets preparatory to printing on a lithographic press. Stock must be handled with reasonable care, special inks used

Standard equipment has been used on all foil jobs to date. No auxiliary drying equipment is needed. Dry offset sprays are used on all commercial jobs with excellent results. In general, foil laminations should not be run on small presses since the small diameter rolls can cause curl.

The once formidable problems of skating and offset have been substantially reduced by developments in print coatings on the foil stock and in ink formulations.

Can Run 7,500 Per Hour on Web

At a special test at the Rochester Institute of Technology on an eight-color web offset press, it was found possible to run as many as 7,500 impressions per hour. According to a report of this test, presented by P. T. Pope of Pope & Gray, Inc., makers of offset inks, a pile of 5,000 sheets, without a no-offset spray, showed no sticking after 24 hours.

Many printers, however, find it necessary to rack the sheets as they come off the press in order to prevent offsetting. The number of sheets on each lift depends upon the weight and the amount of ink coverage. It has run as low as 25 to 100 sheets per tray, but some printers are getting as many as 1,000 or more sheets with safety.

When lithography on foil was first attempted, deep-etch zinc plates were used. They gave excellent results, but experience has indicated that copperized aluminum plates offer an improvement, with lithure plates being even better. Albumin plates are not recommended for foil work. The plate should carry as little water as possible since the foil won't absorb water and emulsifying of the ink will prevent its drying.

The additional care in handling, use of trays, etc., will add labor costs as much as 10% to 12%. Many enamel finish stocks require much the same additional handling, so the difference would be reduced when comparing these stocks.

The major difference is in the base cost of the stock. One rule of thumb is that foil stock runs two to two and a half times more expensive than ordinary stock. In many cases, such as a brochure cover, the stock is only a small part of the job and this is not too important. In other cases,

be sure the foil earns its way by use of proper art work.

While most printers get their jobs with art work already provided by an agency, it might be interesting to discuss some of the factors contributing to successful art work on foil.

White Must Be Printed on Foil

The white, which is a part of many designs and is already present in paper stock, must be printed on foil stock. This must be considered when the number of printing colors is determined. The white can also be used as an underlay for tone printing and for opaque colors to contrast with the "jewel-like" highlights of the transparent inks printed over the shiny foil.

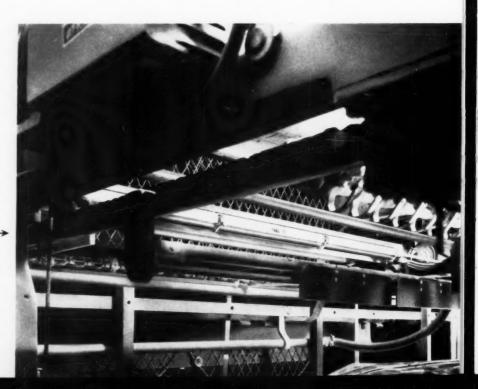
If possible, we suggest that you work with an artist who has had successful experience with foil. We've heard one excellent artist say, "Don't cover the entire foil piece with opaque ink," while another says, "To become a thing of beauty as an advertising piece, foil needs the application of color to a large degree over much of its surface." We like the work of both, so perhaps we should leave these discussions to the artists.

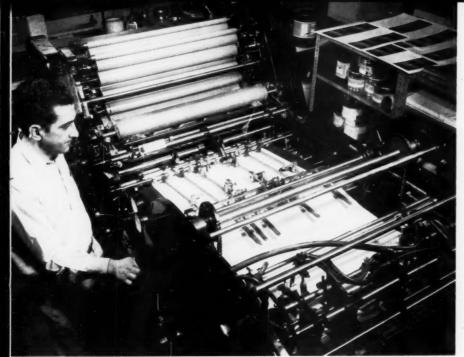
Foil stock is readily available with paper or board backing to fit the job. Again, be sure it has a vinyl lacquer coating.

The stock must be handled with reasonable care. Special inks must be used. The plate should carry as little water as possible to avoid emulsifying the ink.

Press speeds will run from 75% to 100% of regular paper speeds. A dry offset spray is recommended. Sheets should

No-offset equipment, such as this Oxy Dry spray device, is ordinarily but not always necessary on aluminum foil to prevent sheets sticking. Care in handling and racking in small lifts is required





Foil stock is readily available with paper or board backing but surface must carry vinyl lacquer coating. The offset plate should carry as little water as possible to avoid emulsifying the ink

be racked, with from 100 to 500 sheets per tray, depending on stock.

Cost of foil jobs is increased because of the added cost of the stock and a small increase in labor cost.

In order to earn its way, art work should be carefully worked out to take full advantage of the foil. Printing on aluminum foil is growing by leaps and bounds. Coating and ink developments have removed the roadblocks to lithography on foil. Be sure you can participate in this market by making trial foil runs, even using some of your present plates. Your paper jobber and your ink supplier will help you.

End-Use Characteristics of Lithographic Inks for Aluminum Foil

Characteristic	Quality	Supplementary Steps Required to Obtain "Good" or Better Quality			
Transparency	Good				
Abrasion resistance	Not satisfactory in all colors	Overprint varnish if required			
Heat block resistance	Good				
Color stability	Good most colors				
Sparness to liquid water	Not satisfactory in all colors	Overprint varnish if required			
Alkali and acid resistance	Not satisfactory in all colors	Overprint varnish if required			
Resistance to fats and oils	Good				
Intrinsic glossiness	Good				
Freeness of residual odor	Good				
Flexibility	Good				
Resistance to alcohol	Good, when specified				

Character Shapes Are Set For Magnetic Ink Printing

Common language magnetic ink printing on bank checks took another step forward last month after American Bankers Association announced final agreement on character shapes. American Type Founders, Intertype, and Linotype were ready to supply uniform E-13/B fonts. Ludlow and Monotype were all set to produce identical characters running from zero to nine plus four symbols denoting transit routing, account numbers, and other guides for speeding check processing.

(See stories on magnetic ink printing on pages 61 and 86.)

ATF foundry fonts are 10-point. Intertype one-letter matrices are in regular position for casting on 10-point slugs. Linotype one-letter mats are made in regular position with 12-point alignment.

Type manufacturers pointed out that it is impossible to establish a font scheme or general keyboard layout for linecasting machine use. Each printer must tailor placement of the new characters to fit his present layout.

Development of equipment for "reading" printed codes and transmitting data to sorting and accounting machines made possible what bankers call the magnetic ink character recognition system. E-13/B with its odd design features is the result of long research for devising code symbols that business machines can read. Code printing and imprinting can be done by letterpress or offset, but with ink containing iron oxide which magnetizes while passing under the reading heads of the machines that run checks through the system.

Authorities familiar with this new phase of bank automation stress that this is not the time for printers to enter this specialized field. They should await a report coming from ABA's technical committee. It will list specifications for printing with E-13/B characters, and state horizontal and field boundaries, printing tolerances, and minimum and maximum check sizes. It will also provide information about measuring devices for verifying dimensions and the quality of printed characters.

Type Forum April 18

What's new in American typography is due for panel review by 19 graphic designers at a forum sponsored by the Type Directors Club of New York and dated for April 18 at Hotel Biltmore in that city. Award winning entries in the club's fifth annual typographic design competition will be on display.

Will Burtin, designer and art director of *Scope*, will serve as chairman of the Typography-U.S.A. program and as principal moderator.



Here are shap and office employees of Walters Business Forms, Inc.; Charles H. Walters, president and treasurer, and son Phillip S. are in front row at left

Walters Business Forms Expands

- New building in Bloomfield, Conn., has 12,400 square feet for plant, 4,000 more for warehouse
- Charles H. Walters founded company in 1939, recently started new tab forms and systems section

Considered one of New England's fastest growing printing concerns, Walters Business Forms, Inc., in Bloomfield, Conn., had a sales volume last year of well over \$800,000 and is now well situated in a new plant scarcely two years old. The firm specializes in continuous and onetime carbon forms.

As printing plants go, Walters Business Forms, Inc., is still considered in the small-plant category by its president, Charles H. Walters, also the company treasurer. Company employees number approximately 41.

The new modern building at 74 Granby St. in Bloomfield contains nearly 12,-400 square feet of working space; 4,000 more square feet were added about a year ago for warehousing paper and carbon. The company was formerly located in Hartford. Most of the company's business results from industrial and insurance contracts.

Mr. Walters started in the printing business about 27 years ago. From 1933 to 1939 he managed T. B. Simonds, Inc., in Hartford. In 1939 he entered the manifold field and was one of the first to go into this specialized line in Connecticut and among the first to go into this kind of business in competition with large manifold business forms manufacturers.

In 1941 he asked John Coolidge to join him as partner, and the firm name was changed from Walstrom Manifold Co. to Connecticut Manifold Forms, Inc. In 1953 the urge for independent ownership and management led Mr. Walters to create Walters Business Forms, Inc., as a producer of one-time carbon forms.

In the beginning the company had one 17x26-inch Webendorfer rotary offset three-color press and one six-station collator with six employees to operate the plant.

Later the company added another 17x 26-inch Webendorfer rotary offset, a 17x 13½-inch Dutro, and a 22x26¼-inch Webendorfer. The pressroom can now turn out 80,000 sheets per hour, printed simultaneously on both sides, in three colors, numbered, punch-holed, and with special perforations.

The collator department includes two ATF Webendorfer and two Schriber collators. The bindery contains two Mendes machines, a cutter, a stitcher, a drill and a stapler.

The camera and platemaking departments are equipped with a Robertson 17-inch camera, an Evatype rubber plate machine, and three stripping tables.

The plant operates two nine-hour shifts five days a week. Other equipment to handle increasing demands for more continuous forms is being added from time to time.

Noting the need for a company to handle a complete program in automation in



This is private office of Charles H. Walters, president and treasurer of Walters Business Forms in Bloomfield, Conn. Modern decor was used

industry, Mr. Walters and his young board of directors formed Tab Forms & Systems, Inc., last September. Machinery was ordered to produce continuous forms for the punched card field. A sales organization was created and the company opened two new offices, one in Bloomfield and the other in Boston.

Norman F. Sayers is vice-president and general manager of the new sales corporation. He was formerly associated with the IBM Corp. as an accounting machine salesman and branch manager; he has had 14 years experience in the punched-card field.

Myron A. Plante was named Boston branch manager with offices in Hotel Lenox. He has had ten years of direct bank selling of printed matter.

Victor E. Rajotte, Jr., formerly with the Burroughs Corp., and later systems engineer for Diebold, Inc., has been named manager of the previously established Springfield, Mass., office.

Fred Brown, Carl Littori and Phillip Walters have been appointed sales representives working out of the Bloomfield office. Miss Annette Sargis has been named cashier and office manager. S. Michael Schatz is secretary of the new corporation.

Mr. Walters is high in his praise of the men and women who have helped to bring success to his firm. Among them are Leslie V. Epperson, day shift foreman; Joseph E. Laferriere, night shift foreman; George Dumas, chief collator operator, and Ralph A. Landry, chief pressman.

Mr. Walters is equally proud of his "brain trust," as he calls them—his board of directors. They are George W. Tule, Andrew T. Peritch, S. Michael Schatz, Eugene B. Machiverna, and Leonard J. Patricelli. Among them they cover a wide cross-section of the business, cultural, and industrial life of Hartford.

Mr. Walters civic activities include eight years as chairman of the finance board of Newington, Conn., where he lived until recently; general vice-chairman of the American Red Cross in Hartford County; vice-president of Hartford County Purchasing Agents Association, and a member of the board of trustees of the Mansfield Training School for Retarded Children, an institution caring for 1,900 children.

Mr. Walters has been interested in the work of the American Cancer Society for many years and was vice-chairman of the national campaign in 1956. He excels in sports. Golf and bowling, in which he has won championships, are his specialties.

Top: Partial view of the Walters Business Forms press, collating, bindery and shipping departments. Center: Pressroom now has three Webendorfer rotary web offsets and one Dutro press for forms. Bottom: Collating department has two Webendorfer, two Schriber collators, other units



Reproducing 35-mm Transparency

By Offset

- Color film in 35-mm size was introduced 23 years ago by Eastman
- Here are specific suggestions for handling transparencies for offset

Fifth of a Series on Modern Masking By Gyan P. Madan

Carnegie Institute of Technology, Pittsburgh

It was in 1936 that the introduction of 35-mm Kodachrome color film by the Eastman Kodak Co. added a new phase of color work in the graphic arts industry. Kodachrome color film was followed by Anscochrome, a product of Ansco (General Aniline & Film Corp.), and later in 1946 by Ektachrome, another Eastman product.

Today the 35-mm films available include the products of Eastman Kodak, Ansco, Agfa, Gaevart, Ilford and others. The color transparencies obtained from these films are used in great numbers for color illustrations in many magazines, calendars, picture post cards, and other advertising material.

Reproduction of such small (35-mm) transparencies with the same equipment used for larger sizes of transparencies and other originals was found to be very difficult. The main problems were enlarging to the desired size of reproduction and securing accurate register. Such small transparencies could not be reproduced on the conventional type process cameras which give only twice the enlargement, and special process equipment had to be introduced for enlarged halftone reproductions to be made.

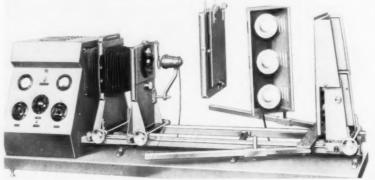
The earliest type of equipment for reproducing small color films were Kodachrome attachments (Holland), projectors (Robertston-Kodak), Kodachrome reproducers (Curtis), and other devices of similar type.

These color transparency projection units were precision-built and fitted with apochromatic lenses of very short focal length (2 to 6 inches). When attached to the standard process camera unit, they permitted enlargements up to 19 diam-

eters with considerable sharpness and accurate register.

The latest addition in the line of these transparency attachments is the new Klimsch Reprocolor Unit, which has been used for a number of years for making color separations, either continuous-tone or direct halftone, from small color transparencies for conventional four-color reproduction on horizontal process cameras. The Klimsch Unit assures precision results in sharpness, clarity, register, with a plus in speed and economy of operation.

The short-run process camera is designed especially for producing direct screened separations from color transparencies of 35-mm to 4x5 inches in size, using the Eastman Kodak short-run three-color process. It will enlarge transparencies up to a printing area of approximately 9x13 inches. A larger vacuum board that will accommodate direct screened projections up to 17x22 inches is also available. The camera is precision built, with every feature incorporated for photomechanical operation and is the



The Kemart Color Camera Model K-3 shown above is manufactured by Kemart Corp. in San Francisco

During recent years several other kinds of equipment have been introduced in the photomechanical field for reproducing small color transparencies. These devices include various types of camera units and enlargers. At present the two most commonly used camera units for reproducing 35-mm color transparencies are the short-run color process camera, manufactured by the Short Run Color Corp., Cleveland, and the Kemart Color Camera Model K-3, manufactured by the Kemart Corp., San Francisco.

fastest and most economical means of color separations and reproductions.

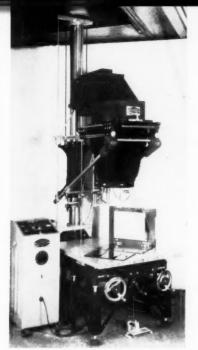
The Kemart Color Camera (Model K-3) is designed for making direct screened separations from 35mm transparencies to 5x7 inches for both three-color and four-color printing and for continuous tone separations from 8x10-inch transparencies or from reflection copy up to 18x22 inches and produces negatives up to 16x20 inches.

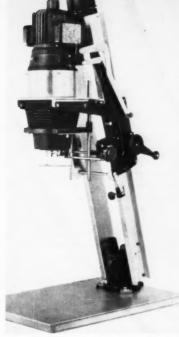
The camera has many unusual features, including versatility and speed of opera-

Klimsch Reprocolor Unit (below) is made by Repro Graphic Machines, Inc. Short-Run Color Process Camera (right) is made by Short-Run Color-Corp., Cleveland











Caesar-Saltzman Enlarger Model MB6DL (left above) is manufactured by J. G. Saltzman, Inc., New York. The Omega D-2 Enlarger (center above) is made by Simmon Brothers, Inc., Long Island City, N.Y. The Durst Laborator 3S Color Enlarger, a product of Durst (U.S.A.) Inc., New York City, is made in Italy

tion. It is so constructed that all moving parts are in balance. Precision registration is made possible by use of precision register pins and punches modified to work with these register pins. In short, the Kemart camera is an integrated unit consisting of a color-separation camera, a projector for color-separation, a halftone camera for black and white work, a contact printer, an enlarger, a projection mask maker, and a line camera.

Among the enlargers there are various makes on the market for three- and fourcolor reproductions from 35-mm color transparencies. Some of the more popular makes of enlargers used in the graphic arts industry for this purpose are the Caesar-Saltzman Enlarger Model MB6DL manufactured by J. G. Saltzman Inc., New York; the Omega D-2 Enlarger, manufactured by Simmon Brothers Inc., Long Island City, N.Y.; Durst Laborator 3S Color Enlarger, made in Bolzano, Italy, by Durst Inc. and marketed in the United States through Durst (U.S.A.) Inc., 770 Eleventh Ave., New York City, and the Tripp Enlarger, made by the W. Oliver Tripp Co., Boston.

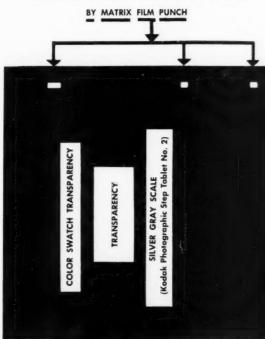
All of these enlargers are well suited for making color-separation negatives from 35-mm color transparencies. It is not possible to give here detailed specifications of each.

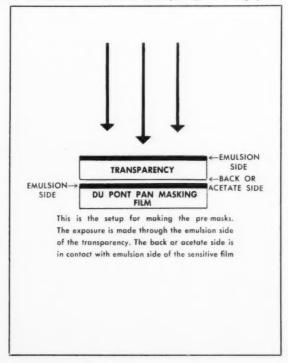
Having discussed so far the various equipments used for reproducing 35-mm transparencies, let us now discuss the technique used for masking them.

Masking with small-sized color transparencies is not much different than the technique used for larger-sized transparencies. The main techniques used in masking small transparencies are:

Illustration at left below shows the black sheet punched by matrix film punch and with windows cut for color swatch, transparency, and silver gray scale

FOR ACCURATE REGISTER BLACK SHEET IS PUNCHED





(1) Masking as applied in Eastman Kodak short-run three-color process.

(2) Kodak magenta masking method.(3) Indirect color separation premask-

ing technique.

It is well known to photomechanical process workers that masking is rather difficult with 35-mm transparencies. As the transparency is enlarged, the most difficult problem is met in accurate registration of the masks with the transparency. For this reason, each worker chooses the most suitable technique.

It will not be possible here to give full details of all of the three methods listed above. Moreover, the Kodak short-run three-color process and the magenta masking methods are no longer new and have been discussed a number of times by many authors. Readers interested in knowing more about these two methods may write to Graphic Arts Information Service, Eastman Kodak Co., Rochester, N.Y. We will, however, discuss briefly

the "premasking" technique for reproducing a 35-mm transparency by using an enlarger.

The premasking technique can be applied to small transparencies in a number of ways. The method outlined here is the most simple and straightforward. Above all, this method provides less risk of error and results in better quality reproduction.

Similar to the technique applied to the larger-size transparencies as discussed in the third and fourth articles of this series, the work begins by measuring the top and bottom densities of the transparency and by calculating the range and thus the range required in the masks. (See articles three and four for tables of calculations.)

Then an 8x10-inch sheet of orthochromatic lith type film is exposed to room light and processed to make black sheet.

When the sheet is dry, it is cut to a size equal to the size of the glass of the negative holding frame on the enlarger. Then the windows are cut in the sheet to fit the

transparency, a photographic gray scale, and a transparent color swatch.

One side of the black sheet is punched with the Kodak register punch or punching equipment supplied with the enlarger. The transparency, the gray scale, and the color swatch is then attached to this sheet of the film in proper places.

The sheet attached to the transparency is now placed in the register pins of the Kodak contact frame acetate or the back side of the transparency up. A piece of Du Pont "Cronar" Pan Masking Film, punched in the same punch machine, is placed in the register pins with the emulsion side facing the back side of the transparency, and three-color correction premasks are prepared as follows using the same light source as was used for larger transparencies.

(1) Through the No. 33 filter

(2) Through the No. 58 filter

(3) Through Nos. 44A + 22 filters

Because some outline effects may magnify during enlargement, less unsharpness is usually permissible in the masks. Such a degree of unsharpness may be obtained by passing the light during exposure through the emulsion side of the transparency and by placing the back side in contact with the emulsion side of the film.

In some cases the degree of unsharpness may be reduced by using a thinner spacer or by decreasing the horizontal displacement of the light source.

(1) Cyan printer: The transparency is bound in register with the mask made through the No. 33 filter, and the separation negative is prepared in the enlarger by enlarging the transparency to the required size through the No. 25 filter.

(2) Magenta printer: With the transparency remaining in the enlarger with same mask, magenta printer separation negative is made through No. 58 filter.

(3) Yellow printer: The No. 33 filter mask is now replaced with No. 58 filter mask; a yellow printer separation negative is prepared through filter No. 47.

(4) Black printer: For the black printer the transparency is bound in register with the premask made through 44A + 22 filters, and the separation negative is prepared through K_2 (yellow) or no filter.

Details of densities, suggested exposure and development times, and the materials used in the preparation of the above negatives are shown in the box at left.

From the separation negatives thus prepared continuous-tone positives are made by contact on Kodak 33 plates or Kodak commercial film. It is our experience that this material produces excellent results in positives which are preferably developed to a gamma of less than one (developed to a slightly lower range than the separation negatives).

From these continuous-tone positives halftone negatives are prepared. Details of making halftone negatives will be given in the last article of the series.

35-mm Transparency Masking Data

DENSITOMETER READINGS

	High	Low	Range
Kodachrome Transparency	2.40	.40	2.0
Silver gray scale (Kodak photographic density)	2.30	.36	1.94

Pre-Masks -- Made by contact

No.	Material Du Pont Cronar Pan	Filter	Exposure 15 Secs.	Development		Densitometer Readings			
				Type &	Time	High	Low	Range	
				DK-50 (1:2)	2½ (min.)	.91	.11	.80	
II.	Masking	58	60 Secs.	DK-50 (1:2)	2¾ (min.)	.91	.11	.80	
III.		44A+ 22	300 Secs.	DK-50 (1:2)	2½ (min.)	1.10	.12	.98	

Separation Negatives -- Made in enlarger

		Mask No. F		Exposure (Secs.)	Development		Densitom.		Read.
Printer	Material					Time (min.)	High	Low	Range
Cyan	Du Pont	1	25	35	DK-50	4	1.65	.35	1.30
Magenta	Cronar	1	58	100	DK-50	31/2	1.72	.41	1.31
Yellow	Trans- parency	II	47	360	DK-50	41/2	1.65	.32	1.33
Black	Color Separation neg. film	Ш	K_2	10	DK-50	31/2	1.55	.55	1.00

Note: Exposure with enlarger was made at f4.5 with 1,000-watt projection lamp operating at 110-120 volts. Full-strength developer was used for developing the separation negatives.

PIA Rotary Business Forms Section Will Meet in Chicago April 20-24

"Increased costs or increased profits?" With this questioning theme several hundred executives representing leading business forms firms in the United States and Canada will gather April 20-24 at the Edgewater Beach Hotel in Chicago for the annual meeting of the Rotary Business Forms Section of Printing Industry of America, Inc.

Included on the program for this year's convention will be field trips, seminars, and sessions devoted to business and new equipment.

The meeting format will follow closely the procedures used at the PIA sales, production, and financial management conferences held during the past few years at which increased interest and participation by business forms printers has led to specialized seminar discussions for this group. RBF seminars will be further classified by size and type so that executives can exchange experiences whether they produce snap-a-part or continuous forms or both.

Plant tours have been arranged for the opening day of the convention by equipment manufacturers so that the registrants can see new equipment in Chicago area RBF member plants.

In addition to the exhibits and formal meeting sessions the occasion will provide opportunity for the section's committees to meet on their continuing projects. Such activities as the special RBF Ratio Study, the regular monthly sales index, and the various manpower studies will receive analysis and attention.

A nuts-and-bolts session on internal production procedure will provide ideas to eliminate some of the barriers to increased production. New American and European developments in equipment and presses, including magnetic ink, will be reported on during the meeting.

To provide maximum participation and benefit, a business session will be held on "gadgets and gizmos" covering new and unusual productions as well as do-it-your-

315 Rotary Forms Plants

National Business Forms Associates, with headquarters in Fort Lauderdale, Fla., reports that there are now 315 plants in the United States and Canada producing business forms on rotary equipment. A speaker at a recent Printing Industry of America convention indicated that production in such plants consists of about 46% snap-a-part sets, about 39% continuous marginally-punched forms, and about 14% autographic register forms; about 1% were unaccounted for.

self innovations in equipment, materials handling, and other plant procedures.

In addition to estimating and cost procedures, the financial portion is expected to include a case presentation, "How the RBF Ratio Study Sent Me to the PIA Presidents' Conference in Florida." Such sales questions as "How Do You Prepare Your Customers to Expect Price Increases?" or "How Does Your Firm Use Samples?" will be explored.

"What Are We Doing to Increase Profits in the Face of Increased Costs?" RBF President Bayard S. Shumate of Shumate, Inc., Lebanon, Ind., and the other officers and directors of the RBF Section





Bayard S. Shumate (right), Lebanon, Ind., is the president of Rotary Business Forms Section. Arthur Johnson, Washington, is executive director

have planned a meeting on this subject in answer to requests from members. Considering the steps that can be taken in the management areas of production, sales, finance, organization, and the better utilization of people, the participants will spend two full days in seminar and discussion sessions based on case histories of successful firms and proved ideas.

Business Forms Institute Survey Shows '58 Sales Volume Equals '57

Featuring the Business Forms Institute's annual meeting Feb. 19-20 in New York City was a survey report indicating that 1958 sales volume for this branch of the graphic arts equalled the all-time high \$350-million total reached in 1957 and was \$42-million above the 1956 level.

In commenting on this report of another high volume during last year's recession period, W. C. Lamprechter, president, forecast slow but steady rather than sharp rising demand for business forms.

Mr. Lamprechter pointed out that spiraling costs were pinching profits, but expressed the belief that continuing sales gains would eventually improve net results of operating business forms plants. He warned that it was vitally important for managements of member companies to combat inflationary tendencies.

Mr. Lamprechter stressed that BFI was doing all it could to fulfill its responsibility for providing leadership for the business forms industry. He and other speakers emphasized that since this type of printing is highly specialized prospective newcomers in the business forms field should study the need for their services, develop forms fitting their market, and take other steps to make sure they will reap the benefits they expect.

Henry Walsh, senior financial representative, Burroughs Corp., discussed the magnetic ink character recognition or common language system for speeding check handling. He cited bank problems in handling checks which are expected to total 14 billion by the end of this year.

"The main problem today," he said, "is not that of producing a magnetic ink character reading device, but being able to manufacture one at a cost economically feasible for banks. The magnetic ink character recognition principle was assumed to be slanted primarily for use with the larger banks. Burroughs is making every effort to bring its benefits within the range of medium size and smaller banks. Many equipment variations are in process of development, but the general approach to the bank automation problem will remain the same."

Raymond Rodgers, professor of banking, New York University, discussed economic developments.

Heading BFI for another year is Mr. Lamprechter, vice-president and general manager of Stephen Greene Co., Philadelphia. Lester J. Johnson, the executive vice-president of Atlantic Register, Waltham, Mass., was elected first vice-president. He succeeded T. S. Duncanson, president of Moore Business Forms, Niagara Falls, N.Y. Continuing as the second vice-president is T. A. Taylor, vice-president of the Schwabacher-Frey Co. of San Francisco. H. M. Meloney was reëlected secretary with offices at 20 Church St., Greenwich, Conn.

W. C. Lamprechter (left), Philadelphia, will head BFI this year. H. M. Meloney is executive director







Ennis Tag and Salesbook Co., Ennis, Tex., celebrates 50th anniversary this year. Inspecting one of the company's tab form presses are Hubert Marcia, vice-president, general sales manager; Garner Dunkerley, Jr., president; L. F. Gehrig, vice-president, controller, and Joe H. Hawkins, production vice-president

Business Forms Range Increasing

- Demands of business for greater efficiency, more speed, cost reduction, create bigger market
- Garner Dunkerley, Jr., Ennis Tag and Salesbook Co., believes business forms insure accuracy

By Lyne S. Metcalfe

Today, the ever-widening uses and applications of printed business forms have reached almost the entire range of American business, large and small.

This development of uniform aids has been largely the result of increasing demands for greater efficiency, speed, and reduction in costs of accounting and routine business practice. This uniformity, while limited and subject to adaptations to particular needs in record keeping and accounting, has long been a subject for close study by the industry.

Even in the smallest offices or shops, progress in this field has been recognized.

Efficient and low cost recording and record keeping are factors of primary importance in operating at a profit and in the discovery and prevention of operating waste

More and more, the business machine in its many forms and purposes, with or without the standardized paper form, has tended to increase this efficiency and lower

Just what does the use of standard or adapted forms mean to the office? Recent surveys have indicated (a) savings in turnover of office personnel and volume of desk-work time spent by personnel; (b) reduction of paper work costs at a time when office payrolls are soaring; (c) speed plus accuracy; (d) quicker references to records; and (e) more satisfactory customer and supplier relationships.

New standards for gathering and recording office and field data with speed and accuracy have been set by these office machines, which also involve the use of standard or specialized paper forms. Yet many of the same advantages are said to be inherent in the wide range of business forms generally.

Garner Dunkerley, Jr., president of the Ennis Tag and Salesbook Co., believes that "the important thing is accuracy. Every business is after that in its record keeping. Modern business forms insure greater accuracy in any business for the simple reason that in most instances one writing serves a purpose.

When several persons record the same information, you are pretty sure to have errors, and errors may be costly.

"Then, too, much time can be saved in almost any business operation when busi-



On this collating machine in Ennis plant, snap-apart unit sets are collated with carbon paper and the completed form is glued, ready for shipment. Thousands of such unit sets are processed hourly This collating machine in Ennis plant prepares tabulating forms for shipment. The printed forms are fed from separate sources, have the carbon paper inserted, and are folded at high speed

ness forms are used, as against old style manifolds and salesbooks. Today, these are interleaved with one-time carbon ready for instant use, and make fumbling for carbon unnecessary.

"In addition, repetition is reduced if not entirely eliminated. For instance, an order can be written and at a subsequent date priced and invoiced on the identical form without the need to rewrite all of the data needed.

"In their many variations and special arrangements, these forms can be tailored to fit each and any business situation."

Though the range of business forms is steadily widening as business machines take over more and more office routine, the most generally used classifications of these forms include registered forms, continuous forms, snap-a-part unit sets, tags, salesbooks (retail field and wholesale), cashier pad forms, restaurant checks, manifold books, teller's cash tickets, bills of lading, and shipping record forms.

Take the case of multicopies. With business forms, these are now made in one writing, which provides all operating needs such as copies for management, for files, for acknowledgements, for packing slips, and so on. Then, too, forms are cleaner to use. The work is free from defacement by carbon smudge on hands, on clothes, or on the paper itself. Handling of carbon sheets is unnecessary with the manifold system.

It is generally agreed by office people that one of the most important factors in the proper use of business forms of the modern type is the higher degree of systematization. This is due largely to the



multicopy form with its present wide applications. One of the important steps in the design and production of the multicopy form is the assembly and manufacture of these forms so that they are already assembled when they reach the user's office.

As an example, let us take the use of the continuous typewriter statement forms. The typist has only to insert the form into the machine once. Otherwise, the form must be inserted for each individual customer billing.

Also ranking as high in importance in the development of forms has been the trend toward *uniformity*. Often, by slight changes in design and copy of one business form, it may be made to serve for a purchase order, a receiving report, or an invoice.

Forms which have stood the test of use may be easily adapted to special office, store, or shop conditions in a given organization. This also helps in filing and when a permanent record is wanted for each transaction because all forms will be of the same size and shape. This works in favor of operating cost because most business forms are made to order, although based upon wide experience and technical knowledge of the supplier.

The rapid development of automation in the industry and in business has presented special problems to the business forms specialist. Modern business and industrial operations involve the use of varied source records or original documentation and a large volume of complicated data. The transcribing of such data into the form of punched holes on cards has been only the first step.

This is done by the operator on equipment permitting high speed and can be performed automatically from cards already existing by means of the method known as "marked sensing." The holes are punched automatically in the card

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How to Reduce Costs in Offset Plant

- Management must shoulder the blame for many instances of high costs that could be corrected
- Cost reduction man will check on purchasing and stores as well as production control for leaks

By C. W. Latham, IAPL Offset Editor

"Passing the buck" is an old American game in which no one wins. The "buck" may consist of blame for high costs, waste, mistakes, accidents, or poor quality. Management passes it to production and production passes it back. The only way to win this game is to accept the blame and do something about it.

Management is in the best position to accept the initial responsibility for all conditions and to find ways of correcting them; in fact, this is one of the important functions of management. The trick is to find and recognize the underlying causes of waste and high costs. It may be one or more of any number of such things as plant layout, methods, equipment, training, or poor company policy.

The cost reduction man will give some attention to purchasing and stores in his quest for leaks. These are important functions and there should be definite policy covering them. Purchasing and stock control are closely related and must be carefully covered in the organization chart and job descriptions.

Must Be Controlled Carefully

Because this function is important to the production man and the estimator, the purchaser and his records should be located in the production control office. Another reason for this location is its proximity to the schedule. In smaller plants in which one man has to fill two or more jobs, purchasing should be done by the estimator or the production man. But it must still be done in a well controlled and orderly manner if costs are to be kept in line.

Few things in this business are more costly than time. Time wasted is money thrown out the window. If paper or ink or anything else does not arrive on time for a job, a press and its crew may be kept waiting. If film or a chemical is not available when needed, a whole department as well as several jobs may be held up. Therefore, it is necessary that everything be on hand when needed. The simple way to do this is to keep large stocks of every item, but that can be costly.

Purchasing is a fine art and the purchasing agent must know his business. Not only must he design a system of records but he must be a good estimator too. A system of stock control must be adequate but simple. A complicated system

may be adequate but too costly. Too simple a system may be inadequate and twice as costly. Management books are full of suggestions for stock control. The purchaser should pick one and modify it to suit his particular requirements.

A purchasing agent should know when it is economical to buy in quantity to get bulk price. He should also know the costs relating to storage and spoilage. He must know the shelf life of all supplies.

Some items must be bought in small quantities and frequently. Others such as hardware and spare parts do not deteriorate. Items such as special papers and inks for a particular job must be purchased for delivery in plenty of time but not so far ahead that they will jam up the shop.

One of the purchasing agent's problems is spare parts. Who knows when something is going to break? Of course the maintenance man would like to have as many as possible. But the investment can be costly. A spare for everything in the shop is out of the question. So where does one stop? The availability of parts is an important factor. Parts that are stocked by the manufacturer and are expensive need not be stocked by anyone close to air express service.

Small, inexpensive items that have a high breakage rate should always be in

Next Month...

★ Advertising gimmicks can be a boon to promoting your printing business. P. K. Thomajan, who's a wizard at creating them, will tell you how it's done in a major feature article next month. Thinking of building a new plant? Then read Olin Freedman's suggestions before you get too far with your plans. Business publications are shifting in part from letterpress to offset these days; read the story of how a large one in Chicago uses Brightype as a conversion method. New plant story will feature the Howard Co. in Peoria, Ill .- a new offset plant. Sixth in series on modern masking for offset lithography and the third in the series on "The Printing Sale I'll Never Forget" will be presented. Winning entries in IAPL Business Card Contest. too. Plus many fine departments full of entertaining and helpful information. You can't afford to miss them!!

stock. Parts that wear out can usually be purchased when wear is noticed and received before replacement becomes necessary. If such parts are hidden from view and apt to be overlooked during periodic inspection, then they should be stocked.

Repairs on machinery that are too big or too intricate to be performed by the maintenance crew must be done by someone outside, but the parts should always be on hand.

Close Control on Stores

Another problem for the purchasing agent is departmental stores. When ink, film, stationery, or other items are completely held by the department that uses them, close control is lost. They run out of stock and have to mark time while a rush order is put through. This is costly. Sometimes a messenger or a taxi or air express must be used.

For smooth running and economical stock control, there must be a sound method of keeping tab on stock and reordering in the most economical way. The stock man must have some method of checking and controlling all supplies.

The easiest way is to have a stock room for everything possible to store and deliver on requisition. It may be impossible to bring everything from paper clips to bottled water under this tight control, but management should try.

The purchasing agent must work closely with every department head. He may work under the office manager for bookkeeping reasons but he works mostly with foremen, the stock clerk, and the production man. He may not do all of the ordering but all orders should be done on forms and should pass through him. The estimator or production man may deal directly with trade shops or others, but the final order must be issued by the purchasing agent.

Whatever the system is, it must be simple but tight and must be clearly outlined in the company policy, the organization chart, and job descriptions. Organization of management functions does not mean red tape. It actually simplifies operations and makes them more foolproof than the disorganized muddle that runs up costs.

A sharp buyer is not necessarily a good purchasing agent. Once in a while an apparent bargain may really be one. More often it is not. The cheapest product is seldom the most economical. Time is the

(Turn to page 104)

Company 'C' - LaMonte DeLuxe Safety Paper
Litho : Deep Etch Aluminum Plate
Litho Ink : D.6 - Date Run : 1-13-59

Pay to the order of S

Dollars

Dollars

Here's a sample check showing the new special characters at bottom which are printed in magnetic ink so they can be read and sorted by electronic machines

1:0502m02321: 01234567891

Magnetic Ink Printing on Checks Features Lithographers Meeting

By Mildred M. Weiler

A record attendance at the 53rd annual convention of the Lithograph Manufacturers Association in St. Louis, Feb. 12-13, indicated the keen interest in the development of magnetic ink character printing on checks and bank statements.

The meetings, opened to others outside the regular association membership, were attended by printers from Nebraska, Tennessee, Kentucky, Kansas, Mississippi, Arkansas, Wisconsin, Georgia, Connecticut, New Hampshire, Texas, Colorado, South Carolina, New York, Maryland, Pennsylvania, Illinois, Missouri, and Washington, D.C.

There was considerable note taking and lively questioning from the floor regarding the use of magnetic ink in the printing of checks and the requirements and standards necessary to turn out characterencoded checks that will feed properly into electronic equipment.

The system, presently known as character recognition, is a code of figures and symbols imprinted at the bottom of a check in magnetic ink. Magnetic ink, which has iron oxide as one of its elements, actuates the impulse or signal necessary when the check is fed into machines developed for check handling.

Edward T. Shipley, Wachovia Bank & Trust Co., Winston-Salem, N.C., and a member of the American Bankers Association technical committee on the mechanization of check handling, told the group that banks are handling ten billion checks a year.

In December, 1958, at a joint meeting of the Office Equipment Manufacturers Institute, the printing and lithographing industry, and the American Bankers Association, an agreement was reached on the use of E 13 B character type font as

the common language for handling bank checks.

Mr. Shipley reported that the ABA has prepared a booklet which will be ready soon for distribution to its members and to printers and lithographers. The booklet will urge banks to encode their transit number on checks and to install check handling equipment.

The impact of the program, however, will be felt by check printers and lithographers when they are called upon to produce checks. It was pointed out that it will mean an expanding market for the printer and lithographer, as it is expected that this type of encoding will be used on other documents in the future.

The ABA booklet will also contain information on the new terms or nomenclature of magnetic character printing. The

word "format," for instance, which means one thing to a printer today, now means placement of characters on a check. Unless the characters are placed correctly on the check, they can not be read by the processing machine at the bank. "Voids" is a term used to denote the absence of ink, either a very small spot or a larger spot on a character. This, too, means the machine will not read the code accurately. although there are allowable limits on voids. Irregularities or fuzzy, saw-tooth effects on the numbers and characters may also prevent a reading. The use of magnetic ink alone cannot convey the signal. Quality control has new requirements.

9875,000000716274

This obviously calls for new testing equipment in the printing plant. Available now is a plastic gauge which helps the printer to determine if the encoded line falls in the proper space on the check. This gauge may also show if the characters are properly spaced.

W. A. White, manager of the Multigraph Product Planning division of Ad-(Turn to page 108)

Lithograph Manufacturers Association officers for 1959-60 are William R. McKeighan (I.), Saml. Dodsworth Printing and Staty. Co., Kansas City, president-treasurer, and Gabe Kaelin (r.), Courier-Journal Lithographing Co., Louisville, vice-president and secretary. They are congratulating W. R. Skinner of Buxton-Skinner Printing & Staty. Co., who was recently made an honorary life director



THE SPECIALTY PRINTER

Canadian Printer Specializes in Charts and Graphs

- Canadian Charts and Supplies stocks from three to four million charts
- In association with John Wilkes Press also does marginally-punched forms
- Complete operations are housed in new 24-sided polygon with dome roof

By Hal Allen, IAPL Eastern Editor

Canadian Charts and Supplies, Ltd., operating a unique dome-roofed plant in Oakville, Ontario, is Canada's largest producer of recording charts.

The firm keeps in stock between three and four million charts, turns out standard made-to-order types, produces plastic calculators, scales, rules, circuit diagrams, and with John Wilkes Press has facilities for general printing, including plant and office forms.

Complete operations are housed under that dome roof. One-source service for all chart requirements enables customers to buy on a convenient and economical basis.

Engraving in wax and on film produces linework of high accuracy, clarity and neatness. Line weight and sharpness are closely controlled. Corners are clean and sharp; there is no break where lines meet.

Wide Variety of Papers

Certain recording functions, such as medical, geological, and meteorological recordings, require highly technical charts and graph sheets precision-printed on a wide variety of standard and sensitized papers.

Chart paper is specially made to provide dimensional stability and to absorb ink without feathering. All paper is tested in the company's laboratory. Paper is

stored and printed under controlled humidity atmosphere.

The laboratory formulates C. C. & S. Recorder Ink in all standard colors and with five different drying speeds to meet the requirements of practically all operating conditions. Inks for white print or photographic reproduction and for special operation conditions can be supplied.

Inks Reproduce Sharply

C. C. & S. Micrograph drawing and tracing papers are high quality rag stocks with good marking and erasing qualities and resistance to rough handling. Standard orange or olive green inks are said to reproduce sharply by white print, blue print or photographic processes. Nonreproducing ink does not show on reproduction. Graph sheets are also printed black for use with certain office copying units.

The company shares with customers and prospects its wide knowledge of the whole chart field. Advice is given on what paper best suits the job, whether standard, extra-stable, pressure-, heat- or electrosensitive; special numbering, shading or overprinting; punching, die-cutting and special cores; and time break or time stamping features on rolls.

C. C. & S., sole sales agent for roll charts made by Staebler and Baker Ltd., also handles Rotaform EEG paper made by that company. This stock is designed for accurate printing and easy reading of electroencephalograph recordings. The extra features include imprinting of brain diagrams and hospital names.

Plastic division products include calculators, cards, scales and rules printed on vinylite or acetate, component parts such as dials, tally strips, and instruction plates. This division also does Clear-Seal laminating of vinylite, and supplies Clear-Tainer acetate protectors for job tickets, sample books, blueprints, drawings, displays, signs, and for other purposes.

The plant where the two companies operate is Canada's first round industrial structure. Actually, it is a 25-sided polygon with 14,100 square feet of floor space. This includes 1,258 square feet on the second floor at the center.

Circular work flow cuts waste space to a minimum and permits production to move over the shortest route from one department to the next. The longest legwork route is about 40 paces.

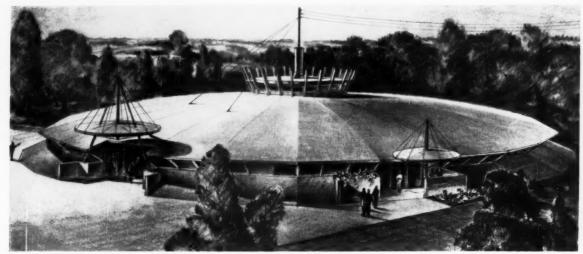
Windows and Lights Unusual

Fluorescent fixtures running parallel to rising and converging roof beams provide a uniform lighting at working levels. Sloped windows, humidity and ventilation control, circular walls rather than obstructing columns also help to give the plant a pleasant working environment.

Offices are flanked by the wax engraving room and the shipping and receiving department. The pressroom and bindery occupy the largest single area. The composing and plastic processing plant face the pressroom, and like the platemaking department next to the pressroom, feed

Ample office space is strategically located. Dome-shaped roof allows for mezzanine office area. Right: Making wax engraving plates for recorder charts





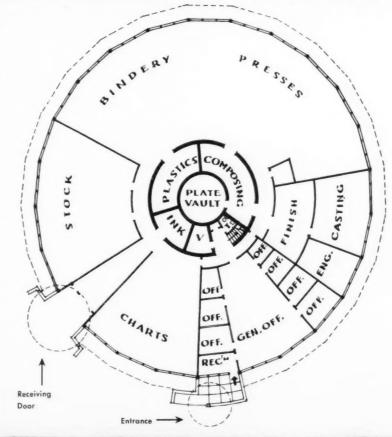
Canadian Charts and Supplies, Ltd., is located in Canada's first roundtop industrial plant. Polygon has 25 sides, 14,100 square feet of floor space including second floor at center. The twacre site also has a parking area and there is plenty of room for plant expansion. The circular design speeds work flow over shortest possible routes and the longest route is only 40 paces

their work directly into the production circle. Electrical lines running in conduit under the slab concrete floor carry power directly to each press.

Next to the bindery is the chart and bulk storage department, which in turn is adjacent to the shipping department. Raw materials' storage and receiving departments occupy the remaining area. Raw materials move only a short distance to the bindery, pressroom and platemaking section. A hydraulic lift handles large paper stocks and other bulk materials.

On the upper floor of the central area there's a heating plant which controls humidity. Plywood panels between each pair of windows and roof ventilation panels are manually opened or closed to maintain required ventilation. "At night these panels can be opened to let the cool night air into the building," said C. D. Wilkes, Jr., president.

Pressroom (below) is powered by conduits in floor. Sloped windows eliminate glare; slanted lights assure even distribution of light at work level. Bindery (at right) has the same features





This Prospect Was Tough But I Finally Landed Him

His sales literature and advertising were pretty bad and he was suspicious of everyone who tried to help

By Chester A. Jaqua

Retired president and board chairman of the Jaqua Co., Grand Rapids, Mich.

This article is the second of a series of case histories on selling printing and related services by John M. Trytten, to whom outstanding members of the printing sales fraternity have told their stories. Sales ideas and fundamentals brought out are directly applicable to day-to-day selling. Mr. Trytten will welcome comments and suggestions for additional case histories. Write him in care of this publication.

What a prospect for me! Conceited, sarcastic, overbearing—almost impossible. But I could see that his purchases in art work, engravings, and production materials ran into thousands of dollars every year.

In this respect, then, he was just the type of account I needed.

So I patiently let him tell me about his abundance of experience; how capable he was of preparing his sales literature and advertising; how he needed no help. He expressed his preference for suppliers close at hand so that he could keep close supervision of their work. And he emphasized that he wanted mainly a low price.

Even so, I still wanted—needed—his account. My analysis revealed that he had a product colorful in appearance, of good quality, and high in price. Yet the promotional material he showed me, evidence of his ability, failed definitely to reflect this color, quality, and price.

I didn't dare come right out and say so. To get anywhere I just had to keep right

Each time he used me quite roughly. Every time I left his office I felt low and discouraged. I was tempted to doubt my ability to sell the creation, planning, and production of sales promotion materials. I even asked myself if I was in the "right game."

True, my experience was less than he claimed his to be. But it was still obvious to me that his literature was not up to the job he wanted it to do. He really needed help, and if I could ever convince him of it, it would be a good account.

The question was: Could I stand the abuse? I decided it would be good experience to call often and learn to take it. It would be a hardening-up process. The process went on for two or three years. Now and then I could get some point across, show something applicable we had done for others. But the apparent progress was slow.

Then one day I called as he was working on a new catalog. He showed it to me in some detail, more to prove to me, I thought, his unusual ability than for any other reason.

This was the opportunity I had been waiting for.

I asked if we could be considered for it, be given a chance to demonstrate the value of our services to him. His answer: No!

He had to oversee all phases of production; we were too far away. He had no time to "educate" us.

"You have everything to gain," I replied, "and nothing to lose. I won't delay your catalog in any way."

"If you want to waste your time," he said, "go ahead. I promise you nothing." He let me have some of his material.

We were up against a stiff proposition. To do the job he really needed, we would have to ask for double the amount he would pay locally. So I would have to convince him that our proposal would give him added return because of the extra value. Better trade reaction, greater selling impact, and thus greater results to more than compensate for the extra cost.

You can imagine that for the next few days I burned the candle at both ends. I ended up with a complete restyling of his catalog: one large color illustration per page, with descriptive matter of that one item. Type was restyled for appeal, readability, and balance. Working with our artist, we prepared a dummy in actual size, using the stock we recommended for the finished book. Cover treatment was developed to flag the dealers' attention, make him curious to see the inside pages.

This layout was presented to the client well within the unreasonable time limit he had set. He was impressed.



CHESTER A. JAQUA in his earlier years served as secretary to Arthur Vandenberg, then editor of the Grand Rapids Herald. Later he sold woodworking machinery, sold printing for 10 or 12 years. In 1923 he and others began Jaqua Co.

He acknowledged, rather reluctantly, that our plan was a big improvement. But his next question, of course, was "How much will it cost?"

"My plan is not a cost," I answered, "but rather an investment in greater sales."

I had calculated how many extra sales he would have to make to recover the price difference involved, which I estimated to be about half our price. I had not given him any idea of the total in dollars our style of catalog would require.

So I asked him this: "From your tremendous experience in selling and advertising, don't you agree that from each thousand catalogs of our style, you could expect four or five more orders?"

This touched his ego. He looked wise for a moment and then agreed that it was possible

"Multiply this by your total distribution," I said, "and you will get back the additional investment I have to have."

I showed him, too, the extra bonuses. The better impression created on everyone seeing the catalog. The increased prestige of the company in its market and the man's own increased stature in his company.

I pointed out that the postage cost would be exactly the same, just as the expense of a good salesman on the road is no more than that of a poor one.

The final outcome: I was given the order at our price. It worked out well, as I hoped, and broke the ice for me.

I continued to handle his requirements for many years thereafter, even though it took a long time to break down his offensive attitude. He mellowed as the years went by, and we became quite friendly, visiting back and forth with our families. He finally forgot the matter of the distance between his office and mine.

As I look at it, and always have, where there is a known potential for business, it pays to keep trying even in the face of discouragement.



HOW TO MAKE CUSTOMERS GO OUT AND BUY IT

Use Hammermill Offset to make the product look more mouth-watering. It gives colors that true-to-life sparkle that helps move merchandise. It takes beautiful black and white printing, too. Turn the page to see.

PRINTED BY OFFSET ON HAMMERMILL OFFSET



FULL COLOR
OR
BLACK
AND WHITE,
HAMMERMILL OFFSET
PRINTS IT
RIGHT

If the job calls for a black and white illustration, new white Hammermill Offset brings out the dramatic contrasts, lights and shadows... just as it does with colors. (See other side of this insert.) This specimen was printed by offset on Hammermill Offset, substance 70, Super-Smooth finish on a 42 x 58 two-color press. Sheet size 39 x 51, 16 up. Speed 3,000 an hour. Hammermill Offset, in 8 finishes, and 7 new colors. Made by Hammermill Paper Company, Erie, Pennsylvania.

THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

Choose Most Economical Way to Make Corrections

- Proofreaders should remember that every change they make costs money
- Much expensive resetting can be saved if checking is done in copy
- There are many kinds of errors which can be corrected in several ways

Proofreaders, like production men, are often regarded as necessary evils because they produce nothing of concrete market value. Although this attitude is by no means universal, in all too many shops the proofreader's worth is recognized only on those few occasions when he happens to catch a particularly serious error, one that might have required a reprint if it had gone through.

The rest of the time he may be treated with the sufferance that the bearer of bad tidings must always expect. After all, almost every mark the proofreader makes, with the exception of his signature, is likely to cost somebody money.

Consider Cost Factors

Typical of this point of view is the annoyance expressed by a boss or foreman when a proofreader returns a set of galley proofs with a great many typographical errors marked on them. The elimination of these errors adds very substantially to the quality of any printed job, but the boss's immediate concern may be with the cost of making the corrections. "If I can't see them," he maintains, "my customers can't either."

It is difficult to do good work when confronted with such an attitude, but a proofreader can ill afford to allow the shortsightedness of his boss or foreman to determine his own standards. Nevertheless, the proofreader can help his own cause by being conscious of cost factors, by making sure that corrections will be made in the most economical way.

There are several kinds of errors which can be corrected in more than one way, and the proofreader should choose the one which requires resetting the fewest number of lines. One of these errors is the repetition of a word or syllable at the end of one slug and the beginning of another.

Don't mechanically cross out one or the other. Look at the spacing of both lines and make the deletion in the one that is tighter. Conversely, when a word or syllable is omitted at the beginning or end of a line, insert the missing letters in the line that is more widely spaced.

Clear, unambiguous marking will help to keep down the cost of corrections also.

When the proofreader is working on galley proofs of a job that is still being typeset, he should watch for mechanical errors which will continue to appear until the fault in the machine is remedied. It is common practice to examine the early proofs on any job in order to eliminate wrong fonts. However, during the course of typesetting, a matrix may be damaged, resulting in the casting of a bad letter at regular intervals, or hairlines may appear around italic letters.

The proofreader should show such errors to the typesetter or the composing room foreman without delay so that much needless correction time may be saved.

The cost factor determines the amount of attention the proofreader pays to consistency in compounding, punctuation, etc. For example, there are some names that may properly be spelled in more than one way. If the proofreader notices a lack of uniformity in such a name in the first few galleys of a book, it may be worth-

while to find out which is the preferred form and to go through the manuscript and make the necessary changes. This simple precaution may save several hours of machine correction time.

Many plants direct their readers to correct or query only the most "obvious" inconsistencies. It is difficult to comply with such an order, since what is obvious depends upon your point of view. In doubtful cases, it is wise to mark up a few proofs and to seek approval or additional instructions before going ahead.

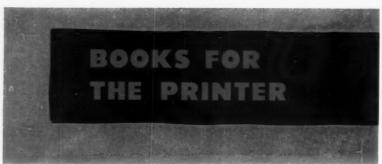
Minimize Amount of Resetting

Queries to an author on grammar or sentence structure should be made with the cost of corrections in mind. Try to restrict any suggested substitutions in the text to a length close to that of the deleted material. If you feel that a word or a phrase should be added for clarity, try to eliminate or condense another part of the sentence so as to minimize the amount of resetting involved.

Consideration of expense should not be allowed to supersede accuracy, but a proofreader who demonstrates that he is concerned with the cost of composition and printing, whenever possible, will find it much easier to gain the respect of his colleagues and superiors. When he suggests changes which are indeed expensive to make, it will be assumed that he does so because there is no alternative.

Reconstructed printing office in Williamsburg, Va., is on the site where original Virginia Gazette was first published in August, 1736, by William Parks. Building looks today as it did in early colonial times





The Inland and American Printer and Lithographer maintains a Book Department. A Book List mu be obtained by writing the magazine, 79 W. Monroe St., Chicago 3. When so noted, books review here may be obtained by sending money order or check with order. Price includes 36 for handling char

American Standard PH1.30-1958

(American Standards Association, 70 E. 45th St., New York 17. 35 cents.)

This document provides the American Standard dimensions for film in rolls for graphic arts, phototypesetting, recording instruments, and other uses. Width and width tolerances and length and preferred practices for roll film are specified. The Standard lists the preferred nominal roll widths from 16mm through 48 inches and additional widths for certain recording instruments and X-ray films. The preferred practices include winding, splicing, and perforations. This publication can also serve as a guide for other films in rolls with similar applications.

Abel Buell of Connecticut

By LAWRENCE C. WROTH (Wesleyan University Press, Middletown, Conn. \$5).

The subject of this biography began his varied career of silversmith, type founder, engraver, as well as die cutter, inventor, ship owner, mill operator, etc., by first becoming a counterfeiter. He was the first type founder in America and is considered a composite of the craftsmen of his time, which spanned the Revolution.

In fact, in the notes in the back of the volume there is revealed the fact that the author is not absolutely sure that his biography is about just one man. There seems to be a slight question about there being only one Abel in existence at that

The book contains reproductions of type set by Abel Buell, documents engraved by him, and some items in silver which he made.

My Life With Paper

By DARD HUNTER (Alfred A. Knopf, Inc.; 501 Madison Ave., New York 22. \$5).

The papermaking autobiography of Dard Hunter is anything but prosaic. It is not a mere account of a man whose boyhood apprenticeship as an inky-fingered printer's devil in an old-time print shop sealed his fate forever as a member of the graphic arts industry. Mr. Hunter's zeal for handcraftsmanship took him from his father's newspaper shop to work at Elbert

Hubbard's Roycroft Shop at East Aurora, N.Y., to study and design books in Vienna and London, and home to America where he built a small mill for making paper by hand and set up a small type foundry.

His book becomes a real travelogue when he descibes how his genuine interest in primitive papermaking methods takes him to Samoa, Tahiti, Siam, Korea, Japan, China, New Zealand, Mexico, the Philippines, and other fascinating places.

With his first-hand knowledge Mr. Hunter wrote a book called Papermaking: The History and Technique of an Ancient Craft as well as several other volumes, some of which he completely produced by hand at his studio in Chillicothe, Ohio.

His collection of papermaking tools was established as the Dard Hunter Paper Museum at the Massachusetts Institute of Technology, Cambridge, in 1939 and in 1954 was moved to the Institute of Paper Chemistry, Appleton, Wis.

Mr. Hunter's autobiography has been expressed in an unadorned style easy to read and interesting. Many photographs are included. The book also contains a piece of paper the author made by hand and one piece of Chinese spirit paper found about 30 years ago and exactly like the paper Marco Polo found in China in the 13th century.

Aldus Manutius and His Thesaurus Cornucopiae

Translated by ANTJE LEMKE (Syracuse University Press, Box 87, University Station, Syracuse 10, N.Y. \$10 for 81/8x 121/2-inch, numbered, deluxe edition; \$2.50 for 43/8x7-inch trade edition).

Book collectors, students of typographical history, and others may find this book of much interest. Aldus Manutius, called the father of book production, published the work in Venice in 1496. His publishing principles and aims are expressed in the prologue which has been reproduced in Latin and translated into English.

Seven pages of the Greek text of the Thesaurus Cornucopiae, "the first book with numbered leaves printed by Aldus and one of the rarest and most splendid productions of the Aldine Press," have also been reproduced.

An introduction by Donald P. Bean, director of the Syracuse University Press, discusses the publisher and his contributions to printing. The book was printed by deep-etch lithography in two colors on Curtis Rag Laid Book and was set in Cloister. There are 360 numbered copies of the deluxe edition.

Integrated Packaging And Material Handling

Three company studies describing a new concept of industrial management are discussed in this AMA Management Report No. 21. The concept is the control of material movement through the planning and engineering of integrated packaging and material handling systems.

The studies are of integrated packaging at the Gerber Products Co., integrated material handling at Ford Motor Co., and 'Systemation" at the Lewis-Howe plant. Copies are available from the American Management Association, 1515 Broadway, Times Square, New York 36, at \$1.25 to AMA members and \$2.25 to nonmembers

Kaiser Aluminum Foil

(Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11. No charge for requests made on company letterhead; \$12.50 for personal copies.)

Described and illustrated in this book are aluminum foil converting processes and many end uses. New foil products and efficient production methods for existing foil items are suggested. This 244-page book is case-bound with one continuous sheet of foil laminated to Texoprint and coated with Mylar. The cover was lithographed in five colors.

Topics covered are foil surface design techniques, aluminum foil production, data on properties and availability, basic converting processes and equipment used, and others. Over 200 converting, equipment, and material manufacturers contributed information or illustrations for the book. An index, a glossary, and various tables are included

Aluminum foil converting processes explained



SALESMEN'S CLINIC

Quality Often Means More Than Price

By Irving Sherman

Stop a printing salesman any time. Ask him, "What is the most frequent reason for lost sales?" Without hesitation he will fire at you: "It's price! It's this darn, everlasting haggle over price!"

And it's the truth! Everybody who buys printing fights you on price—including the printing salesman when he buys printing for himself!

So where do we go from here? The answer is this: Sell that which transcends price, which is value, function, or service.

I had it brought home to me in a way that I'll never forget. One day in the early '50's I represented a house that had many advertising agencies among its accounts. Word came to us that one of these agency accounts had just landed a big soft drink bottler and was in the market for cutouts, counter displays, banners, streamers, etc.

I hustled down to the account and soon was pitching to a buyer whom I remember as a very harassed and rather distracted listener. I couldn't put my finger on it. Why was he being so remote? Wasn't he charged with buying the printing and didn't he need the facts? Why did he seem only vaguely interested in my spiel?

Back at the office I went over my presentation with the foreman of our plant and our sales manager. Had I used the wrong approach? Didn't I give the prospect the right information and details? Everybody agreed I had done well. Here and there, the sales manager opined that I might have been a little more emphatic or explicit, but on the whole, from what I had related, I had made no serious mistakes or had miscued in my presentation.

Since it had been only the first call and the account remained unsold, I went back again. This time I was very careful to include points I had missed on the initial call, stressing technical details of color match, talking up die-cuts and pointing up paper stock, delivery dates, and good scheduling maintained by the plant.

Again I got the same impression of listlessness, almost indifference on the part of the prospect. It was an emanation that was as chilling and unnerving to me as it

was galling and foiling in my anxiety to ring a bell, to make this sale.

Why didn't this prospect react positively? If he told me off, it would have been less taxing than to have him keep me in suspense and at the same time acting almost as if I were not there. Was I then so ineffective?

I thought it over; I had a talk with our sales manager and I believed I had the key. Price! We were just too high and the prospect had adopted the attitude he did because he had no argument as to the job we could do, but the price, he felt, must be way off and he was sort of playing possum, waiting for a final quote that would bring him in for the kill.

The sales manager did not completely buy this, but a big order seemed at stake and I was trying so hard for the sale and we did have the account and wanted to keep it so I got the green light on a price that we were sure competition could not beat.

Thus armed, sure about my analysis of the prospect and of my bait, I returned to the battle, sanguine of my chances.

Of course, I did not plan to show my hand at the first shot. I opened up by reminding the buyer that his company had always found our plant reliable and our work the best. We had the experience, the techniques, and the will and wherewithal to do superior work. Why then the hesitation? I waited and then I added, somewhat in a tone of recrimination: Surely the prospect did not think that a price quoted him would be high in view of his own knowledge of what we could do and how well we did it?

This, I realized, would smoke the fellow out. Now he would have to react. That's when I got the lesson I will never forget! The buyer certainly reacted!

"Price!" he blurted. "Who said anything about price! We're not fighting anybody on price on this deal. This job has to be perfect and we don't care what any salesman claims or doesn't claim. We're assembling the facts, all facts, and when we order it will be on the basis of these facts plus the price, but let me tell you, no

one, not you or anybody else will get this order because the price is low. We're not buying just a price. Let's keep this in mind."

Whew! Was I glad I hadn't fired my last shot! Like so many other salesmen I felt the urge to the line of least resistance, towards price. But luckily I had been spared, at least on this occasion, of unduly exposing myself and thereby losing a sale.

It was a close call, but it did me a world of good. I was very cautious thereafter to conclude that a prospect would not buy solely because price was the obstacle. Selling is just not as simple as this. It cannot be.

When a printing salesman gripes about the prices set for him and complains that his prices are the main reason he loses sales, he is only expressing the way he sees it. Actually, we who have been through it know differently. We know that there is more than one reason why that "big catch" got away, including often a very basic reason—the fisherman couldn't really fish!



Mutual Respect . . .

Awards for superior printing are indeed heartwarming to the people responsible for developing and producing it. However, this is the reverse side of the coin.

In speaking to your customers and prospects in printed form, the first requisite is to command respect for your product or service. This is a subtle approach . . . it is best accomplished by reflecting the quality you have to offer, in the printed piece.

By addressing your prospects through better designed and better printed folders, booklets, catalogs, sales letters, etc., you emphasize your respect for their opinion. This, in turn, creates respect for you, your product and/or your service.

WE, AS YOUR PRINTER, CAN HELP YOU

Call on us at the beginning of the job and take advantage of our experience and "know-how."

By using modern techniques we can help you cut costs, improve printing quality, and produce sales literature that will sell your prospects on what you want to sell them.

"About the Cockles of Our Hearts . . . (Yours and Ours)" was title of this advertisement used by Triggs Color Printing Corp., New York City. Printers can adapt it for their own advertising

PROMOTION FILE

4 Idea Sketches

By HARRY B. COFFIN

Ready for you to reproduce from this page with photos and text of your staff and your plant

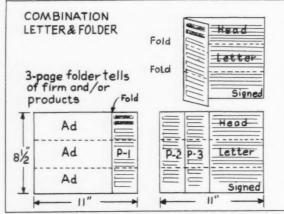
Do you have someone on your staff to write and design your own promotion pieces? Or do you have an ad agency or a free-lance artist to do them? If not, it may be very difficult for you to find the time to do them yourself, especially on a systematic basis.

One or more of the four Idea Sketches on the left-hand page below can be applied to nearly all of your customers and prospects. They are sketched out simply as "blueprints" for nearly any functional or industrial application—by manufacturers, wholesalers, retailers, service organizations, and clubs and societies of all kinds.

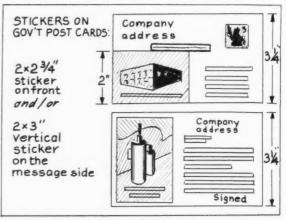
Even if you do have staff members, ad agency, or free-lance assistants, they may find that these sketches can be worked in effectively with pictures of your staff and plant, of interesting current jobs for local

accounts, and other promotional copy. In addition to stressing your facilities for good layouts, typography, and presswork at a fair price, you'll want to plant *new ideas* in the minds of prospects which they can put to work in their own businesses for folders, booklets, broadsides, etc.

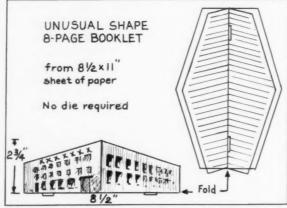
One of the greatest helps to your prospects and to your sales and production staffs is a complete file of ideas, plus actual



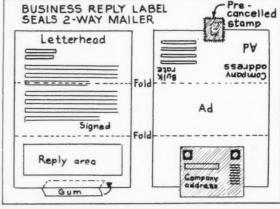
You can print quite an extensive story about your company and one or more of your products or services on one 8½x11-inch letter sheet, as sketched. This text can run on fold-over flap as three pages. The letter area can be for form or personal letters. Ads can be used on back of letter or left blank. Thus your story goes out with every letter and best of all, stays with it



Do you use government post cards for notices, answers to queries, special sales, etc.? If so, why not dress them up by using colored sticker mounted on address or the message side, possibly on both sides? The post office allows the entire left half of the address side to be used. Let us print a series of product stamps on one sheet; you can select the one(s) best for each card



There are many special shapes you can give to your booklets and folders without going to expense of a die, or die-cutting. Among shapes you can use by simple trimming on your cutter is the one sketched here. When folded it may conform to the perspective of your factory, store, or a packaged item. Such a piece can be more memorable than the ordinary rectangular shape



Unusual but feasible use for a business reply label you can print on a colored gummed paper to contrast with your letterhead or special mailing. Minimum 2¾x4 inches. However, the 2¾-inch depth is extended to 3¼ inches so ½ inch extends below bottom of letter. Attach it, mail in envelope, or as a self-mailer. Recipient writes reply on bottom panel, and seals projecting flap

of many styles of pieces to show Idea Sketches from opposite page for you to mail and hand out to your prospects

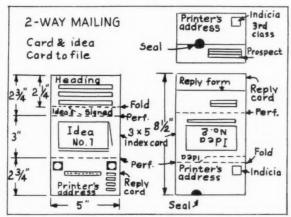
printed specimens, classified by type of piece and business. You'll also want special files to sample various papers, inks, folding styles, bindings, etc.

As an "idea starter" any of the sketches below may offer a somewhat unique arrangement which will save the user time and money—e.g., combining the functions of outgoing envelope, letter, display ad, and reply card all in one piece which can be run work-and-turn if press size permits.

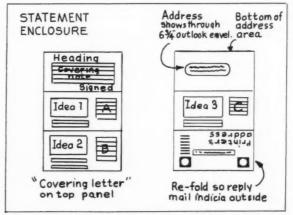
To visualize fully their uses and applications, *make actual size dummies* from these sketches to show to prospects.

To make such mailings truly your own, you may want to reproduce photos of actual jobs you've produced recently for local clients alongside the corresponding Idea Sketches which prompted them.

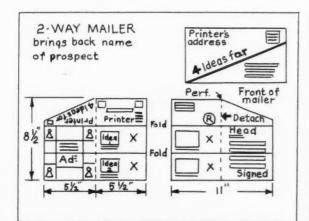
Always try to incorporate copy about each key staff member, about your Idea Files, your plant facilities, and personal services on each of your pieces presenting these Idea Sketches. Be sure to mail or hand out some idea-full promotional piece to every prospect at least once a month! You never know when a particular idea may be *just* what he is looking for! An old idea to you may be new to him.



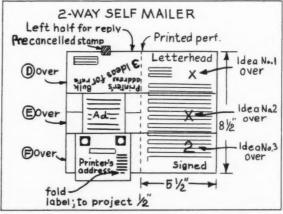
You can adapt the four Idea Sketches here each month to a series of Idea File cards for prospects to keep "on tap." Use an index bristol of business reply card bulk (.0085-.0095 inch). Use printed perforation as sketched so recipient can detach file card (different idea each side) with tab to bear each title. He jots down on reply form his request for dummies, quotations



Adapt any three of the four Idea Sketches from opposite page each month to your statements. Send this to all your customers and prospects whether they bought printing the preceding month or not. Put their name and address in area indicated to show through No. 6¾ window envelope so it will come back automatically with reply. A, B, C areas are to request dummies



The diagonal cut in this 8½x11-inch opaque sheet, combined with the folds and printed perforations shown, allows your prospect to address the self-mailer and also to return to you automatically the reply portion (R) of the business reply card where he can sign his request filled in on any of the areas marked "X," asking for dummies and prices on any of them



This format uses a business reply label to seal the reply portion of the self-mailer (see sketch on the lower right corner, opposite page). Here the $8\frac{1}{2}x$ 11-inch opaque sheet folds first to $5\frac{1}{2}x8\frac{1}{2}$ inches, twice the other way, to mail. Seal it with a precancelled stamp. Use three Idea Sketches (X, Y, Z). D, E, F are areas opposite each idea for requests for dummies and prices

LESSON OF MONTH FOR COMPOSITORS

SPECIMEN REVIEW

By J. L. FRAZIER



More might have been said in comment on original and reset booklet covers, respectively, above and below, when shown in October. Space and makeup barred the way. This more has reference to prominence. As type is bolder, there's a point—when black of letters overbalances white—where clarity suffers progressively. In its open clarity the second big line of the original holds its own in complete impact or effect, despite blackness of first. Similarly, though guessing the enlargement of the first line to square up in the reset didn't exactly pan out, and bold line is definitely seen first, "Opportunity," more clear and a contrast, does very well. It doesn't suffer enough in prominence to offset marked gain in over-all appearance. In clarity there's strength



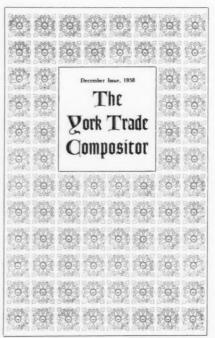
Fine Idea for Change of Pace

CHARLOTTE CLUB OF PRINTING HOUSE CRAFTSMEN, Charlotte, S. C.—You score a hundred with the November issue of your bulletin. It is a complete sheet of 25x38-inch paper, suede finish, black one side, folded to 9½x6¼ inches so that the black side appears all through the unfolding to the final spread. The figure 10 in four-inch outlined characters appears above the line "Charlotte Craftsmen Bulletin, November, '58," on the front when folded in opaque white. Opening to a two-page spread, we see solid figures 9 and 8, the first in white and the second in pink. The figures continue through succes-

meeting near the upper left-hand corner of the sheet. Some display copy follows the line. As a novelty, especially to demonstrate fine presswork (or silk screen), the piece could serve as a model for others. It is all the more satisfying to us that the typography is a match for the presswork; indeed, it's far and away above the average, the better because top grade faces are used.



BROR ZACHRISSON. Graphic Institute of Stockholm, Sweden—We are glad to learn that the project of your "Liber Librorum" has ended successfully. It is no subject for





Front and inside back cover from 41/4x61/2-inch house publication of York (Pa.) Composition Co. While the decorative features are especially drawn, they are in character with numbers obtainable from type founders and, so, exemplify "in the shop" work. Of such fine detail on original cover, the square ornaments suffer in reduction for reproduction even with copper-etched line plate. While one now rarely sees the roman types of Frederic W. Goudy, his text, used for display above, is favored above others, and, in our opinion, the best ever produced

sive openings in different colors to the next to the final one which winds up with biggest of all, a figure 1. The final spread, the complete white side, carries the usual content of a bulletin on the left; while at the right, occupying most of the space, a giant globe, distorted to an oval, is printed in red with "Zero" overprinted in black near the center. "Bursting bombs" in black and yellow at the right of and cutting into the globe are connected by a line circling the globe and ending with an arrowhead where copy for the issue starts with the announcement of a

a review in our normal fashion, and we would not "lay hands on" any of the several signatures you sent with your letter, but we feel that many of our readers know about the project and others will be interested. The "Liber Librorum" project consists of a collection of solutions of typography for the Bible by about 40 of the leading book designers in the world. Copy used by all is "The First Book of Moses, Called Genesis," Chapters I and II. The wide variety in typographic treatment in the contributions, copies of which you have supplied us from Canada,

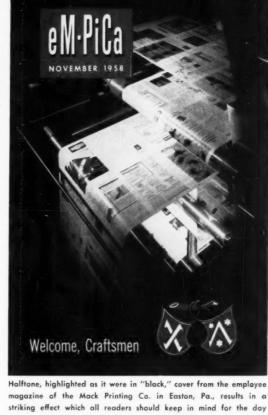
Items submitted for review must be sent flat, not rolled or folded. Replies cannot be made by mail

Germany, England, and Ireland (in Gaelic), is undoubtedly characteristic of all; as three of these four are fourpage folders, we presume that the format is also usual. We seem to recall having seen two or three signatures from our country; we know that we reproduced a page of one by the late Richard N. McArthur of Atlanta. Because page sizes vary, we are rather at a loss to visualize the makeup of the complete collection. You write that

glad to avail themselves of the collection if, indeed, that is possible on the date this issue reaches readers.

Idea for World Series Time

L. P. THEBAULT Co. of Morristown, N.J.-Your 8x5-inch, three-section mailing folder issued just prior to last year's World Series offers an idea which we believe many readers will store away in the back of their minds to make use of, perhaps next October. The front bears stacked bold block cap letters "W" and "S" printed in black against a red background which bleeds off left, top, and bottom, and takes half of the lateral space; an unprinted area is left for addressing. We often question the use of words or letters to get attention through curiosity. Such "dodges" may work and again they may not. If what's inside is of sufficient interest to warrant printing, a few "catchy" descriptive words to encourage opening would be preferable. One



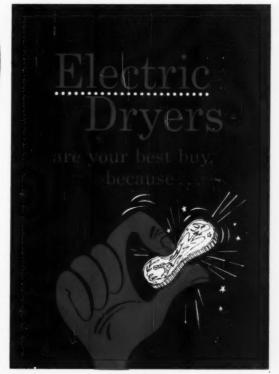
magazine of the Mack Printing Co. in Easton, Pa., results in a striking effect which all readers should keep in mind for the day when idea could be just the one to distinguish some jobs of their own



While one "gets" the word "exhibition" well enough on above round—and, so, novel—mailing card, reading the text in red is not too easy, even on original of eight inches diameter. While out of proportion, further suggesting larger type for text, there's a need for certain copy like name of sponsor, place, and date having greater prominence. Lettering on original is soft, light blue

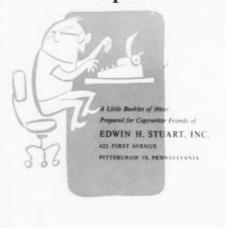
"the material has been put together in an attractive cover at the Royal Library of Stockholm" and we'll let it go at that. You also write that "there are still some copies left, but it is expected these will soon be sold out." You do not state the price, but we note with interest that the proceeds, presently £300, go to Prof. Albert Schweitzer's hospital at Lambarene. From all we've seen, we're confident that bibliophiles especially and typographers will be

can only speculate which approach in a given instance is better. The back page (with the piece folded for mailing) headed "Stengelese" might here save the situation, for what baseball fan doesn't know Casey Stengel of the Yankees and his penchant for peculiar expressions? Some of these, plucked from newspapers, follow the head as the text of the page. When opened, the piece has provision for keeping a box score of the first six games just as one



Rather than going all out in use of some new type or one happening to be-or thought to be-a vogue for all and sundry work, we've often urged that some good older face is often preferable. Such could well be more in character with writing, illustration, and product; avoid so much printing so much alike, and get greater attention by contrast. While the old Century type is even now widely used for text, it is rare in display work like cover above, to which it contributes decided clarity, and, in contrast with usual, character

Copy Preparation



Front of a self-covered 6x9-inch booklet, a practical manual on work related to the title, of benefit to both customer and issuing typographer. The original is printed in a pleasing rich yellow and deep brown on bulky antique cream-toned paper

Samuel Katz

announces the establishment of a shop on the tenth floor of the Printing Center Building 1220 Maple Avenue Los Angeles

Here, Mr. Katz will specialize in the composition of advertisements and the printing of hand set booklets and fine announcements... Mr. Katz is well known nationally as a producer of fine advertising typography and printing. His recently completed "Type Specimen Book & Examples of Typography" has brought world-wide comment.

Telephone Prospect 1848



To celebrate silver anniversary supplying top-grade typography in Los Angeles area, Samuel Katz sent out reprints of his opening announcement, issued during dull days following tragic bank holiday. Margins are more than proportionately reduced for less reduction of type and color is changed from red

sees them much larger in store windows during games. The box score for the seventh game is on the third section of the outer side, with the front carrying quotes from Stengel: below that are your name, line of business, address, and telephone number over a red panel similar to the one at the bottom of the inside spread. We think that you have created, as you say, "a timely, different piece with World Series on and everyone wanting to keep a record for office pools," where legal, of course. We note you suggest that the piece be posted rather than individually used, so as to multiply the number of persons who will be impressed by your name and product. The typography, featuring sans serif type, is not stylish but is well done and is probably more suitable than anything "arty." It is uncrowded; in fact, it is nicely open-as all work should be.

Centennial Brochure Inadequate

SENTINEL PRINTING Co. of Hempstead, N.Y.-It seems to us that if we were celebrating the 100th anniversary of a company, we'd "hire a hall" and "throw a ball"-of course, figuratively. Instead of a 9x6-inch brochure, we'd make it 12x9 or even 18x12. The bigger page would be ever so much more in keeping with an event that very few organizations, even now, have a chance to celebrate. Bigness means prominence as well as importance. You have done very well, however, on the piece, which is featured largely by in-the-shop halftone illustrations of men and machines. Presswork on the halftones and on the type is excellent. Displaywise, the front cover is subject to improvement, although it is not at all bad. The cover is dominated by a line illustration in redbrown of a craftsman at work, his head far to the right with the picture bleeding off at the top, while the lower part of the picture extends much to the left. This leaves quite an area of white space at top-left. Of course, that is no error, but also printing the title "100th Anniversary" in type too small for the importance of the copy is. On the other hand, your name, which in large part overprints the color illustration, is too large proportionately. The line, too, would be more prominent if set in smaller type and kept clear of the illustration. Printing type over a picture can be dangerous to clarity. Ernest Elmo Calkins, revered pioneer in the profession of modern advertising, once wrote that if an ad got attention, was interesting to read, and did a selling job, it made no difference if the name of the advertiser were in 6-point light-face. The thought has crossed our mind that making the signature bigger than the head indicated fear of the copy's merit. The first inner page, a halftone bleeding off on all sides, is very good and presents an idea that others might use. It shows two hands extending in from the left and top sides of the page; one hand holds a long stick and the other inserts the final letter "E" of the line "100 Years of Service." Of course, in order to read from left to right, the type characters are properly upside down. What isn't proper is that the composing stick is held in the right hand and the piece of type is being inserted with the left hand. The copy, "A business, like an individual, has its personality," appears in reverse color near the lower right-hand corner

of the page. An interesting feature of the inner spread is that, with halftones of shop views in black, another with reproductions of work you've done in color fills out much of the space between them. The idea has merit over that of a solid color so often used in such places.

Printer Offers Clinic Sessions

BARTON PRESS, Newark, N.J.—The idea of the Barton Printing and Advertising Clinic of six sessions, one each month starting with November but skipping December, looks like a sure shot at impressing customers and prospects. Your "package" promotion, a 4½ x8-inch card for each lecture, a reply card on which those invited may check the sessions they'll attend, and a most unusual 43/4 x11-inch portfolio in which seven cards are enclosed, are all impressive. Design and typography are in the best modern manner. A sample topic is "Up-to-Date Methods of Preparing Art for Color Reproduction." The names of lecturers, a statement of their qualifications, and a brief synopsis of what will be covered follow in small but readable type, all in black. The letters "BPAC" appear next as 48-point Wide Latin caps printed alternately in light orange and gray; the

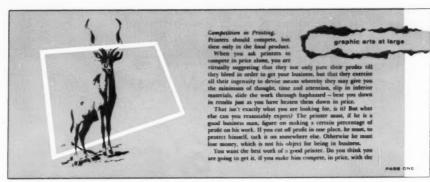


Since Warwick is probably largest producer of photocomposition, Fotosetter mat in brassy hue is a natural on business cards of company executives. So mat would have full effect of color, rule on original card is red

announcements end with your name and address. The uniform top masthead above the lecture title features a bleed-off panel in gray; "Lecture 1" and following copy are in reverse color in white. The date and the hour for dinner and lecture are in two rather small lines overprinting the gray above and below the reverse-color line. All printing, except as noted, is black, and all six cards are of uniform treatment typographically. It's the folder which, design-wise, really stirs. The sheet is of heavy white cover weight, gloss-coated one side, as the outside of the closed piece. It is die-cut so the front of the folder when closed is of two three-sided leaves which meet at a point marking the line from upper left-hand to lower righthand corners. The leaf on the left is red with a big Wide Latin letter "A" (advertising) in reverse color (white); the three-sided leaf folded in from the right is blue, except for reverse color "P" (printing). The line illustrations of the man at the Linotype and of a man at a press in black respectively overprint the color of each fold-in leaf. Similar but smaller three-sided extensions folded in beneath the front leaves of yellow and gray keep the cards from falling out. Many readers will follow your lead both in setting up similar dinner-clinic sessions and in the highly unusual, striking format of the folder. Thanks for letting us have the material.

Features Panels of Odd Shape

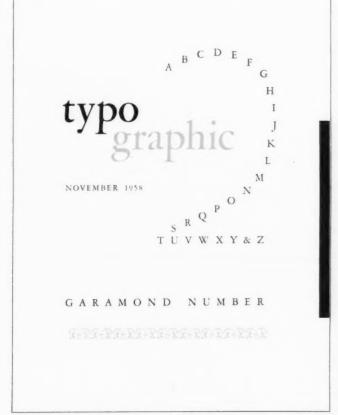
G. H. Petty, Indianapolis-The number of clients represented by the large collection of direct-mail printing you sent to us suggests that your free-lance layout and typographic service has caught on. It's regrettable that proportionately few printing houses can offer a styling and layout service that will make their work stand out and hold customers fast, so we urge more to go to specialists like you and to relatively few others. Almost every top-flight man in your line, we've noted, has some pet design motif, seen in almost everything he does, which, in contrast with the regular, gives it distinction. Yours is the characteristic paneling of unusual shapes, emphasizing curved limits rather than being square-cornered. In a second color, with display reversed and text in black overprinting, such panels are not only more attention arresting, but more interesting than conventional, rectangular panels. An instance is found in the curved band about the lateral center of each page of the striking 11x8½-inch brochure, "A Home of Your Very Own." This band is shaped as much as anything like a thick "modernistic" cap "S," occupies a little less than one-third of the pages width, and bleeds off top and bottom. On some pages the halftones in black are cut in variously and the type matter overprints. Something to guard against,



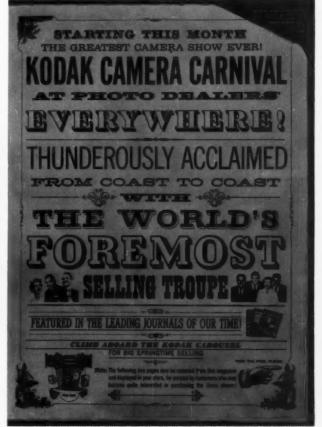
Characteristic page from 9½x3¾-inch magazine of McLean Brothers, Montreal, promoting "conventional and photographic typography." Each issue has different theme, is individually styled to show various types and modes of layout. While the deep, dull yellow of original is no favorite of ours, there, again, the idea was variety

of course, is that such panels may be so distinctive and interest-arousing that they may distract. There is another highly interesting piece emphasizing the same idea and that's the booklet "Office in the Round." The circular motif is emphasized throughout, even to halftone portraits of individuals. On the back page, on which a large circle of white (paper) appears against a light blue background which bleeds off on all sides, type and a couple of pictures are printed in black within the limits of the circle. It is a well recognized fact that since most cuts and open panels are rectangular, those that are

circular in form will get attention faster and more forcibly. It's the bull's-eye effect. You have a liking, too, for pastel-like color tones, which is an added benefit when so much printing is done in normal and/or strong tones. Such pastel tones are at a disadvantage, though, when type or line cuts are in reverse. We mention this as a warning to others; you should employ a reverse color technique only when the parts are big and the lines are not fine. You must recognize that the lighter a color is, the less contrast it affords with white paper. The same warning applies to printing type, not reversed; yellow,



Unusual, and for that reason effective, all-type cover from company publication of Edwin H. Stuart, Inc., well-known Pittsburgh typographic house. Typo Graphic is in reality a local advertising and graphic arts publication, circulation paid and advertising sold. Formation of the figure "2" by cap alphabet is an intriguing concept of this design, the work of G. H. Petty, Indianapolis free-lance typographic designer. Name represents an instance where all lower-case fetish can be condoned, but we consider two words too tight. Light brown is fine color on the original



Front—and characteristic—page of 8½x11½-inch folder prepared by the Rumrill Co., advertising agency for the Eastman Kodak Co., both located in Rochester, N.Y. Typography by Joseph Thuringer, Rochester Typographic Service, is an excellent simulation of characteristic circus and carnival flyers of away back when odd and fancy types along with the two media of entertainment were in full bloom. Display idea of old was to emphasize everything, changing the type from line to line as favorite means to that end. Yellow paper was favored on such work of period



Barclay PAPER COMPANY, INC.

for instance, lightest of all hues, is too weak to contrast well with white. All of your work is interesting and more could be written, but other thoughts must wait.

Group's Brochure a Bad Example

THE TYPE DIRECTORS CLUB OF NEW YORK-You didn't ask for a review of your 8x11-inch brochure, "Typographic Design Excellence," in which work which scored in your ninth annual competition is reproduced in miniature. You did send a copy, and it is

BUSINESS IN EXHIBITION

Front of this 91/2x6-inch booklet on white cover-weight paper by great R. R. Donnelley & Sons Co. of Chicago, announces one of its gallery exhibits, that of old-time printing which, taken together, represents milestones along way of progress in the "way of life" in our land. One, for instance, is the price list offering top-grade coffee at 141/2 cents a pound. Page shown is printed in dull blue, black, and a rather soft, light red



Jine Printing Papers

At times it is desirable to print some copy of a letterhead along bottom, particularly if it is supplementary or, getting it out of the way, permits better display of top copy. On the other hand, there's much in favor of keeping all copy at top, making one unit rather than two. With top display too weak and both groups too far to left, throwing whole off balance, letterhead above doesn't achieve stated benefits. In reset below, Morris Reiss, New York, achieves far better display, holding all copy together, even while giving up benefit of second color. His, however, is printed in a pleasing deep blue instead of routine black—and that means color

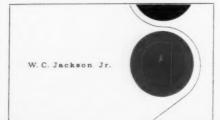


ARCLAY PAPER COMPANY, Inc.

112 WEST 24th STREET . NEW YORK 11, N. Y. . CHelsea 2-4600



well worth bringing to the attention of all readers as an example of very interesting work on various printed forms-in our view good, bad, and indifferent-which should stimulate everyone having anything to do with design and typographic layout. It reminds us of an almost identical item from Canada for the same purpose, that of cataloguing a show. The items reproduced are much more "modernistic," denoting socalled extreme work, than those found in the Canadian brochure. Characteristic of many items in your brochure is the decided subordination of what's known as the text of advertising, posters, etc., usually the clincher copy designed to sell after the display has caught the eye of the reader. We like big, strong display as well as anyone, yet that in yours is often so tremendously overpowering we wonder if the reading matter wasn't passed by. We have always contended that printing used to promote important organizations in the graphic arts-like yours,



Addressing · Mailing Multigraphing · Duplicating Printing · Lithographing

OFFICE SERVICE COMPANY

823 Rattlearound Ave. Greensboro, North Carolina

Broadway

Business cards in folder form have the dual advantage of novelty—natural curiosity causing them to be opened, if they don't "fly open"-and more copy, at least if

it is to be effectively displayed. Panel on left is of front, circle and part circle symbolizing the business of printing, other two of spread after the front leaf is raised

the American Institute of Graphic Arts, the Chicago Society of Typographic Artsshould be the best, modern or traditional. Your group's part of the item-cover, title page, and inside back cover-is, in our view, anything but representative of what it should be. The cover is just a succession of centered lines, groups divided by one-inch round black ornaments, pointed all around like the red and gold seals used on many legal documents. With all the space of the page, we can not see why lines of the odd roman lettering of the title should be piled atop one another or that the whole should just be a little below vertical center. It would be far better if the design were definitely near the bottom. The whole title page, no more than a word in any of 14 lines, is freakishly narrow, entirely disproportionate. Remember. hundreds of young in the craft assume what an organization like yours does is right. Don't let them down or lead them astray.

On Sizes and Proportion

THE OTTERBEIN PRESS, Dayton, Ohio-Normally, calendars are not reviewed in this department. When one, like yours for 1959, presents an idea that others might adapt, or affords an opportunity for constructive criticism of interest and benefit to all readers, it is prime material. In the format of a 12x9inch brochure, plastic-bound across the top, the calendar has white paper backs of heavy. hard card stock. Provision for hanging, if desired, when opened to a spread of 12x18 inches is offered by a brass-eyeletted round hole in the center near the bottom of the front cover. With satellites and the universe as chief topics of current interest, you score a figurative ten-strike with what you've printed so effectively on the inside front coverin colors, bleeding off on all sides-which is the top half of the calendar when hung. The picture is of the sky, presumably above a row of Dayton buildings. There are myriad stars seen as white specks, also the North Star and all well-known planets which are illustrated tremendously bigger than are the stars. Type matter in reverse color adjacent to the North Star and each planet gives space-ship time from Dayton, the former as 600 light years; Venus, closest to earth, 42 days, and the moon as 91/2 hours. There is other reversed type matter in the largest open area, a fairly large headline reading "Highway to the Heavens" showing in red, and three smaller lines explaining that "a space ship from Dayton, traveling 25,000 miles an hour, would reach the planets in our solar system in approximate time shown"; this latter copy is in light blue. Twelve calendar leaves of identical layout and typographical treatment follow; they are, of course, on heavy white paper and are printed in black, blue, and red. They seem crowded, but the big figures have, to compensate, the functional advantage of being readable at a distance. Offset presswork is good. Our one serious adverse criticism is that the front design is unduly smaller than desirable. It comprises the copy, "your 1959 calendar, pictures of your building, and your name," all in black with a brush-stroke oval in light blue around the illustration. All of them might have been larger, particularly the picture. Beyond that, the design ensemble is proportionately too small for the page.

You May or May Not Like Them



erwin-lambeth, inc. FOURTH AVE. AT 32ND ST., NEW YORK
BOX 871. THOMASVILE, NORTH CAROLINA
MERCHANDISE MART. CHICAGO, ILLINOIS

Executive office, Thomasville, N. C.

SOLUBET SOLUBLE AND A TURAL LY

POWERFUL FLUID - FOOD FOR ROOTS HOUSE - PLANTS, LAWNS & GARDENS

DESERVE & APPRECIATE

APPRECIATE

PATRONAGE

MARTENAL PRODUCES — PROCESSORS — PUBLICIZERS AND DISTRIBUTORS

APPRECIATE

PATRONAGE

MARTENAL PRODUCES — PROCESSORS — PUBLICIZERS AND DISTRIBUTORS

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MARTENAL PROPERTIES — PROCESSORS — PUBLICIZERS AND DISTRIBUTORS

MARTENAL PROPERTIES — PROCESSORS — PROC

LIFE FOR VEGETATION
PREHISTORIC
ANCIENT DEPOSITS
GIVE PRESENT DAY
GRO-th-AID TO PLANTS

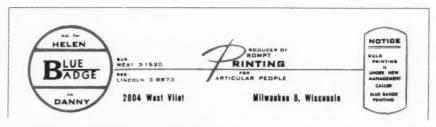
100% NOT MAN MADE Marvelous Alchemy SUBSTANCES AS IS, UNADULTERATED

CHARTER GRANT IS REPRETUAL UNDER CONSTRUCT LAW

M·B·Martin

NATURAL-RE-SOURCES

HOUSE-PLANTS, LAWNS & GARDENS GOOD-WILL CREATING & REPEAT Selling, PRODUCTS 2605 West Colorado Avenue PHONE BEST this WORLD HAS TO OFFER SOLD AT BETTER STORES & DIRECT Colorado Springs, Colorado ME 2-4312





Oddities or novelties—in an instance or two defendable as is justifiable homicide, the letterheads reproduced above are offered as "light reading." Rather than condemn, we'll question and in an instance or two attempt to fathom what stimulated their doing. The two big and one gigantic letters dominating the first are initials, of course, for the firm name; the "R" in the original being "gold." The point here: Is it better to stir curiosity and command attention—make a "smash hit"—than have the name stand out "loud and clear"? As to the second, what would be lost by starting words of the name with caps? Why capitalize address without so handling "executive office" and then why set the only considerable amount of copy wholly in caps? The illustrated panel in the upper-left corner of the third suggests a very old business with a boss who is afraid any modernization of his printing would cause loss of identity. Could he have something businesswise? Next to last heading suggests the 1890's. Space forbids mention of errors—one, too many scattered parts. To clarify terminology, we rate final design a novelty, no addity

THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

Type Face Designed by Goudy Released by Monotype

- University of California commissioned Goudy to design new face in 1937
- Californian is second Goudy face cut since his death 12 years ago
- The name the designer preferred for this type was "University Old Style"

To the older generation of American printers there was a comfortable ring to last fall's announcement by Lanston Monotype Co. of the availability of a type designed by Fred Goudy. For so many years the trade had had frequent notices about the "latest" of the Goudy types. Perhaps because there was such an abundance of them, they created less and less interest. But, suddenly—on May 11, 1947—newspapers informed us that Frederic W. Goudy, type designer, had died at the age of 82.

Two Posthumous Faces Out

Since that day only one Goudy type has been produced—one which he designed in 1943 for a western university. Because of wartime restrictions, this commission was never fulfilled, but the Monotype firm agreed to bring it out after Goudy's death under the name "Thirty." This was accomplished in 1953. The type was cut in two sizes, 18-point and 60-point, the latter to be used for initials.

Since the face is in the classification of round gothic, it is useful for occasional or period printing. However, in spite of the fact that it is an excellent re-creation of a 15th century letter (and one of the best available), it will not find wide-spread use in everyday printing.

The type which the Lanston organization announced late last year is to be called "Californian." Most persons familiar with Goudy types will realize that this is the face designed for the University of California in the period 1938-39 and first named University of California Old Style.

Typographers have been glad to hear that Monotype is making this type generally available, as it is an excellent letter which should prove to be a distinguished addition to those Goudy types already in

The story of the origin of Californian is amusingly typical of the manner in which Goudy worked. While his reputation as a type designer is secure, there are

some who have never given him very much credit for his accomplishments.

Paul A. Bennett, in an appreciation of Goudy written shortly after the designer's death, probably stated the case as well as anyone who knew the old man well. He wrote, "Whether or not you liked Goudy's types is incidental, it seems to me. One couldn't help liking and respecting the man. He had a genuine gift for friendship. When he was interested in a problem or some item displayed for his opinion, it was always with a real interest. The man simply couldn't simulate the polite, superficial concern so frequently evidenced in this materialistic age."

The story of Californian begins with a letter written to Goudy in 1936 by the typographically prominent manager of the University of California Press, Samuel T. Farquhar. The letter stated that one of the regents of the University had suggested that the Press acquire its own type face. Farquhar then asked if the famous designer would like to design it.

Naturally, Goudy was interested. He immediately replied that it was a "coincidence that your inquiry should follow so closely upon the heels of the practical completion of my one-hundred-first type design . . ." The designer then stated that in his experience it was futile to send drawings, as no one—including himself—could entirely visualize the effect of a book type from drawings.

He suggested a trial cutting of several letters of the 14-point size, and hinted that such efforts on his part should receive compensation. He ended the letter by graciously welcoming the opportunity to become connected with an outstanding university.

Nothing ensued from this correspondence, so the type designer decided the

Californian is the type face which Frederic W. Goudy designed for the University of California in 1938

18 CALIFORNIAN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & 1 2 3 4 5 6 7 8 9 0

ITALIC

Aa Bb Cc Dd Ee Ff Ggg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Www Xx Yy Zz & 1 2 3 4 5 6 7 8 9 0

SMALL CAPITALS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &

following spring that he needed a California vacation. While he was in Los Angeles, his presence in the city was noted on the first page of the Los Angeles Times, whereupon he received a phone call from Edward A. Dickson, a regent of the University of California.

Commission Is Granted

After meeting with Goudy, Dickson wrote Mr. Farquhar stating that by a "peculiar coincidence" he had met Mr. Goudy and was surprised to hear that he was in California at the invitation of the Press manager. What a wonderful thing it would be, said Mr. Dickson, to have the Press celebrate the 500th Anniversary of Gutenberg's invention by having a type cut by Frederic W. Goudy.

As a result, in December, 1937, Farquhar wrote to Goudy informing him that permission had been granted by the president of the University to commission a new type. The letter closed with the statement that Farquhar would be in Marlboro, Goudy's New York state home, on Jan. 15, 1938.

The designer began immediately to cut trial matrices of the design (his 101st type) which he had mentioned the previous year. By Jan. 8, the results of the trials were apparent. Goudy was then appalled at the "inability of any designer to visualize completely the effect of large drawings as type." It was evident that new drawings were needed.

With one week in which to produce a type, he decided to "bury his own mistake" and proceed to a new design. By the 13th of the month Goudy had completed the

(Turn to page 102)

Your Slugcasting MACHINE PROBLEMS

By Leroy Brewington

Worn Mold Disk Locking Studs

Q.—On Model K Linotype slugs which I am sending, the letter next to a spaceband shows only partially and with a smashed effect. This happens most frequently when long slugs are cast. What causes this?

A.—The 30-em slug submitted shows that the spaceband has chafed the side of the character on the left end of the slug and has caused a burr on the type face.

The principal cause of this trouble is worn mold disk locking studs or blocks. If either of the studs or blocks is worn, the first elevator will raise the mold disk, according to the amount of wear, when the first elevator rises to align the matrix lugs in the mold groove. Then, just as the slug starts to retreat from the matrix cell after the cast and the lifting pressure of the first elevator is relieved, the mold disk may settle slightly, maybe more on one side than the other, and then the spacebands will chafe the sides of the type characters. The position of the slug in relation to the justified line has been changed and the slug cannot pull straight out of the matrix cells.

Another cause for this trouble is that the left-hand vise closing mechanism opens up before the mold has retreated. The left-hand vise jaw wedge must not start to descend until the slug has completely retreated from the matrix cell. If there is any loosening of the justified line at this time, the line will spread and the bands will rub against the sides of the characters.

Removing Distributor Clutch

Q.—We would like to remove the distributor clutch to clean it and apply a new leather washer if necessary. Since we have never done this before, will you tell us how to do it? Our machine is a Model 8.

A.—To remove the distributor clutch on your Model 8, first remove the clutch lever hinge pin to release the clutch lever. Then remove the large hexagon head screw holding the shaft bracket; be very careful since there are two dowel pins to be released. Take out the screw and washer at the end of the shaft, remove the spring, and pull forward slightly and remove the small screw in the shaft. The complete flange assembly may now be taken off the shaft.

Before reassembling, the leather washer should be scraped clean and the face of the driving pulley should be washed thoroughly with gasoline. It is not always necessary to apply a new leather washer.

Removing Keyboard Cam Frame

Q.—What should first be done before removing the keyboard cam frame?

A .- Insert trigger-lock wire.

Causes of Double Letters

Q.—What are two reasons for double letters? What is the reason for cam's continuous revolving, assuming key action is O.K.?

A.—Double letters can be caused by accumulation of dirt or gum on the key-lever which would cause the lever to stick when pressed down, or if there is dirt or gum on the key weight the same would result. Application of gasoline will give temporary relief and at such time as possible parts should be removed from the machine and thoroughly cleaned.

A cam will continue to revolve in spite of key action being O.K. if the cam-stop is broken off.

A type display book which opens into a large chart but can easily be folded into a pocket-size 32-page booklet has been designed as a mailing piece for printing customers and prospects by Monsen Typographers, Inc., Chicago. The folder is a one-showing of more than 700 type faces. The special fold permits user to view type faces page by page without the nuisance of unfolding the chart



THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.
 Answers will be kept confidential upon request.

How Mechanical Feeders Supply Stock to Press

- Three main feeder operations are separating, forwarding, registration
- Air suction, air blast, and combing separate top sheet from pile
- Correct suckers should be used to suit varying requirements of stock

Feeding is the act of supplying stock to the press. There are two kinds of press feeding—manual and mechanical. Except in special cases, feeding of presses is almost entirely a machine operation. Machine feeders in use today are automatic.

Automatic cylinder sheet feeders contain the load or pile of stock in correct position for registering, separate the top sheet from the load, project this sheet forward to the feedboard conveyer belts, which in turn bring the sheet to the guide where they are registered.

Automatic platen presses operate in a similar manner, but instead of bringing the sheet to a set of conveyer belts, the feeder sends the sheet directly to the guides.

Stream-Feeding Sheets

Stream-feeding is a variation of sheetfeeding. Although this method employs the technique of automatically feeding individual sheets, the forwarding suckers are moved from the front to the back of the sheet so that sheets going down the feedboard overlap one another.

Web feeders, mainly used on rotary presses, feed stock from a roll. Presses with this type of feeding mechanism are called roll-fed presses.

The three principal feeder operations, which are common to all automatic feeders except the web, are separating, forwarding action, and registration. Separation is the operation in which the top sheet on the load is freed from the pile of stock. This operation is necessary so that only one sheet at a time enters the press. The forwarding operation carries the separated sheet of stock to the guide. Registration of the sheet with the guides denotes the correct position of the sheet in relation to the position and function of the guides.

Air suction, air blast, and combing are the means generally employed to separate the top sheet from the pile. In most cases at least two of these means are used to perform the separation function of the feeder, and occasionally all three are used on the same feeder. On most lithographic presses all three means are employed in the feeding operation.

Air suction is created by means of an air pump, either rotary or piston type. The amount of vacuum created by this pump can be regulated by the pressman according to the needs of the stock. Suction holes or suckers may be used individually or in combination to grasp the sheet. The amount of suction applied to a lightweight stock will be less than that required for a heavier weight stock.

On some presses air suction is used to hold the sheet to the guides, while on others it is used to propel the sheet forward from the pile. Suckers also perform an additional function in that they are sometimes used to aid in the separation of the sheet from the pile. They help to lift the partially separated top sheet during the separation operation.

Suckers, also labeled sucking fingers and/or feet, are manufactured from rub-

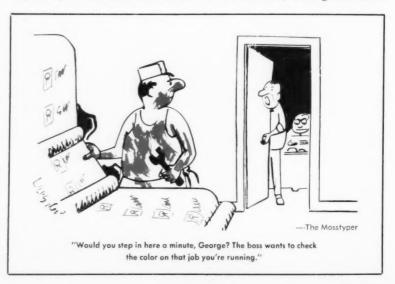
ber, synthetics, metal, and cardboard. Care should be exercised when making adjustments to flexible suckers so as not to rip or damage them, thus rendering them ineffective. Harmful chemical ingredients should not be used to wash them, nor should any oil be permitted to saturate them.

Suction holes should be periodically checked to free them from an accumulation of lint, offset spray materials, and paper surface coating particles. This clogging of the holes results in weakened suction. In some presses the action of the suction holes on the feedboard activates the cylinder to make the impression.

Controlling Amount of Suction

Clogging of the suction holes would produce an impression at each turn of the cylinder, which is not desirable when stock is not being run through the press. Other possible causes of weak suction might be due to lack of oil in the motor, a leaky hose, or a loose connection.

Frequently, when lightweight stocks are being run, the pressman will cut his suction to the barest minimum. Even then he will find that the suckers or shoes pick up more than one sheet. He can cut his suction still further by either plugging the holes of the shoes, or taking out of action



the number of suckers required to reduce the amount of suction. Plugging of holes on shoes and sucker arms can be done with Scotch or gummed tape.

A periodic check should be made if this technique is used to make certain that the tape has not fallen into the press. Before doing any plugging, however, the correct suckers or shoes should be tried for they come in various sizes to meet the varying requirements of stock.

Air Blast for Separation

The air blast is a stream of air released under pressure which is used to blow the partially separated top sheet up against the suckers thus separating it completely from the pile, or which floats several of the top sheets to permit a suction device to remove the uppermost sheet. The blast is created by an air pump, and most presses use one air pump for both suction and blast.

Blast nozzles are either fixed or floating. The floating nozzle, which is the later development, works in time with the action of the suckers.

A problem which sometimes occurs during the feeding operation is the spraying of oil in the form of mists or drops on the edges of stock in the pile. This oil spray is mixed with the jet of air coming from the blast nozzles.

There are three possible reasons for such oil spray: (1) Too high a vacuum may overload the pump, make it extremely hot, break down the oil into a vapor, and blow it into the air stream; (2) Too much pressure for the air blast system may overload the pump; the pump gets hot and vaporizes the oil; the oil vapor condenses to oil in the air blast system pipes, and is blown out onto the stock: (3) Too much oil in the motor itself; excess accumulation of oil is blown through the blast pipes. Careful regulation of vacuum and blast as well as daily checkups of the pump are the best methods of preventing this situation.

Older type feeders on large flat-bed cylinders employed combers spaced across the sheet to help fan out the bank of stock as it traveled toward the guides. These combers consisted of metal wheels with free spinning fiber rolls. This type of comber advanced and separated the top sheet.

On today's presses combers are used primarily to start the sheet separation process. They are not used to forward the sheet. By exerting a slight forward pressure on the rear corners of the top sheets in the pile, they cause them to buckle. Proper adjustment of the combers causes the top sheet to buckle higher than the succeeding sheets. This allows for the proper separation of the top sheet from the pile. Once the sheets are buckled, either air blast or suction or a combination of the two completes the separation process.

A variety of materials is utilized today in the construction of combers. These include metal, plastic, hard rubber, and glass. The rotating wheel with freely turning beads or rolls forming the outer surface is still being used for the combing function.

When combing wheels are used to start the separation process, some method of preventing the bulge from dissipating into the rest of the sheet is required. This is called "snubbing," and the techniques used involve either an air blast or a button which raises or lowers with the combers. The bulge is held in place only until the lifting sucker grasps the top sheet.

To insure adequate top sheet separation, some presses employ a strip of spring steel hooked at the top to hold back all but the top sheet. The spring steel strip is hooked or bent just enough to allow the suckers to pull up only the top sheet. The steel strip is called a sheet separator and can be adjusted to the pile and the stock being printed.

The three main types of separation methods commonly employed are corner separation, center separation, and combing. Corner and center separation may employ combing, suction, and blast in any of several combinations. All three means may be used or a combination of any two, although the common combinations are either combing, suction and blast, or suction and blast together. Combing alone has been restricted to special feeders.

POINTERS for PRINTERS

The Inland and American PRINTER and LITHOGRAPHER pays \$5 for each item published in this department

Holland Cloth Saves Tympan

To prevent a tympan from being quickly destroyed when perforating on a printing press, try this: Paste a strip of Holland cloth along the line of perforation on the tympan. This will make it last for thousands of impressions.

Ink Handling Tips

When storing inks, arrange the stock in proper age sequence to keep older ink up front to assure that it will be used before fresher ink. Do not return thinned ink (ink and solvent mixture) to a can of undiluted ink. Place the thinned mixture in a separate container and use it as a fountain additive the next time you run that color. Such mixtures should be strained before placing them in fountains.

Paper-Covered Dampeners

If you have trouble with paper-covered dampeners, try setting them lighter. There should be no sign of a bump after the gap.

Doubles Blanket Output

When running envelopes on a 10x14 press, the different thicknesses soon cause a corner of the blanket to be pressed down. A simple answer to this problem is to cut the blankets lengthwise and use only a strip of blanket on the drum. This strip can be turned end for end, too, giving at least twice as much envelope printing per blanket.

Printing on Light Substances

Many printers believe that when a job is being printed on any lightweight substance, press speed must be drastically reduced. Often the delivery end causes more trouble than the feed. If the press has a no-offset spray, the trouble at the delivery end may be avoided by running the spray gun without spray. The intermittent air blast will

help to carry the sheets down at normal speed and settle them on the delivery pile.

Tape Keeps Paper in Place

This idea keeps onionskin or other very lightweight paper from slipping off the tympan or failing to position properly on automatic platen presses. Cut a one-half-inch square hole in the tympan at the point where the gripper finger falls. Then place a piece of adhesive tape with sticky side up under the hole in the tympan. The tackiness offered each time the gripper fingers depress on the paper will keep the paper positioned.

Labor and Time-Saving Device

On small offsets and Heidelberg platens, a flat bull-nosed spring clamp above the front standard will open catalog envelopes as the gripper takes them in.

Detecting "Blow-Holes"

Printers who don't have under-lighted tables for use in finding "blow-holes" in reproduction proofs can get somewhat the same results by taping proofs to a window pane and then examining them with a magnifying glass.—John W. Nestler, Mercury Printing Co., Tampa, Fla.

Antibiotics in Fountain Solution

To prevent bacteria from eating up flannel in dampeners and prevent clogging of feed lines to fountain, use an antibiotic or disinfectant in the fountain solution. Try using cutting oil additive—one ounce to one gallon of solution.

Ink Up Job Press in Few Seconds

A quick way to ink up a job press is to reverse the method used when adding ink. Put the ink on the right side of the disk instead of on the left side.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Schriber Business Forms Press

A new business forms press that will take either rubber plates or offset plates has been introduced by the Schriber Press Co. Two special features of the custombuilt press include a new power lift on unwind and a new infeed web tension control drive. The speed of the press is rated by Schriber as 550 feet per minute.

The web tension control drive utilizes new principles which are not inherent in other web presses, according to the manufacturer. The drive provides constant tension from the mill roll to the metering cylinder regardless of roll diameter or press speed, Schriber engineers claim, and register is easy to maintain. Board length remains constant throughout the run. The device does not utilize brakes; instead, a traveling belt rests on the top of the roll (see photo).

The power lift on unwind enables the operator to load large 40-inch rolls with ease. The mill roll bracket is lowered to receive and adjust to the roll shaft and is then automatically lifted to operating position. Bearing damage is completely avoided by this method, Schriber officials claim.

Adjustments on the various printing units are simple, the manufacturer says. Distributor rollers lift aside to permit access to the middle ink form roller. When the press is stopped, the impression is automatically tripped and the ink rollers are disengaged. The impression cylinder adjusts to various weights of stock. Water on the offset unit may be adjusted over full range while the press is running.

Three form rollers give adequate ink distribution for halftones and reverses.

The basic press may be modified to suit customer requirements, Schriber reports. Web widths may vary from 18 to 34 inches and cylinder circumferences may be from 11 to 28 inches. Combination numbering and imprinting units, as well as units for file hole punching, line hole punching, and cross-, continuous- and jump-perforating and other operations, may be added.

For information: Schriber Press Co., 4900 Webster St., Dayton 4, Ohio.

Improved Web Control

A new arrangement for plate and blanket cylinders has been patented by American Type Founders Co. and is available on all their web offset blanket-to-blanket presses.

According to the manufacturer the new cylinder arrangement materially improves printing register and provides for a sharper, more accurate image.

For information: The American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.

Two-Ply Offset Blanket

Now available from Vulcan Rubber Products Division, Reeves Brothers, Inc., is a two-ply offset blanket called Durofyne two-ply Custom Green, offered in widths up to 77 inches.

The blanket is recommended by the manufacturer for use with Waldron webfed presses, certain duplicating machines using blankets 0.055-inch thick, and a number of other special applications. The product is not intended for standard presses on which three-ply blankets are normally used.

For information: Vulcan Rubber Products Division, Reeves Brothers, Inc., 1071 Avenue of the Americas, New York 18.

Gelb Vertical Projection Camera in Three Sizes



Camera has an automatic electric interval timer

Jos. Gelb Co. announces the new model GCCP vertical projection camera for the reproduction of any transparencies, direct or indirect; color separations, and color correction masks for three- and four-color printing.

Three sizes are available: model GC-CP-1 for transparencies up to 4x5 inches; model GCCP-1½ for transparencies up to 5x7 inches, and model GCCP-2 for transparencies up to 8x10 inches.

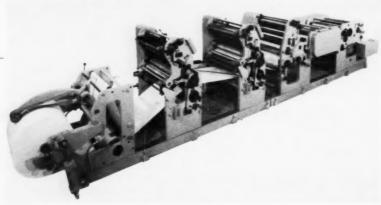
For information: Jos. Gelb Co., 52 Arlington St., Newark, N.J.

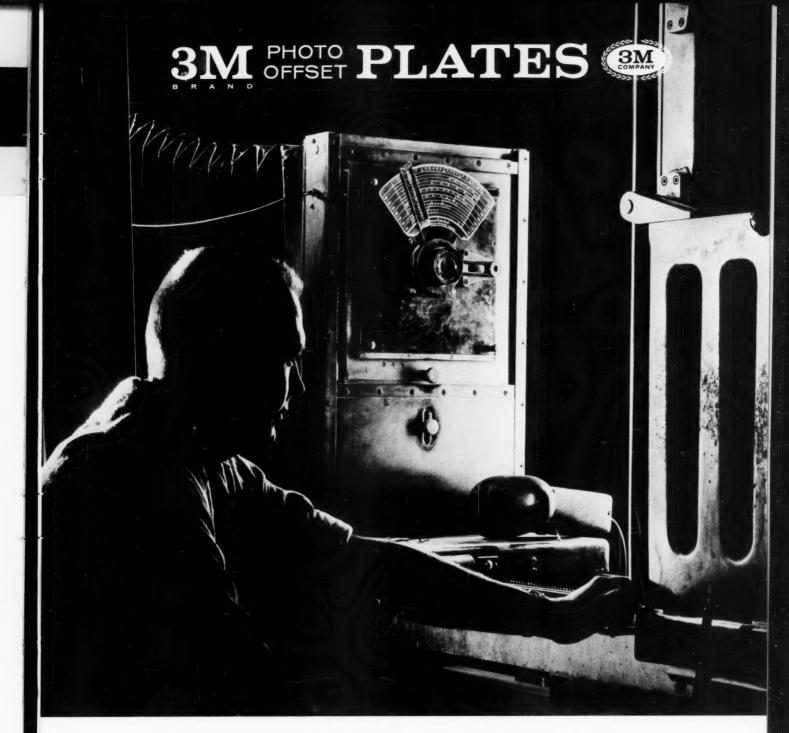
Power Paper Punch

General Binding Corp. has introduced a portable electric power punch that the manufacturer claims can do precision punching jobs in large volume. Called Model 216-EP, the device has a ½-hp single-phase electric motor and can be plugged into any 115 volt ac outlet.

For information: The General Binding Corp., Northbrook, Ill.

New Schriber business forms press runs rubber or offset plates, has power lift and web tension control





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Quality lithography depends on the plate



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every
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EVERYTHING ON THE NEGATIVE reproduces faithfully—even on 300-line screens—when you're running with 3M Brand Photo Offset Plates. Difficult copy like the B/W illustration on this insert—copy that combines highlight areas, full solids, reverses, fine detail and subtle shadows—prints crisply and brilliantly.

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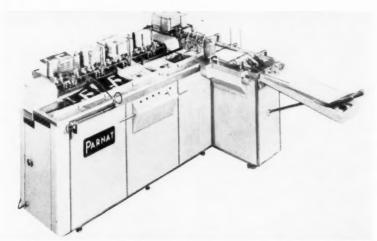
3M

Photo Offset Plates

MINNESOTA MINING AND MANUFACTURING COMPANY



"3M" is a registered trademark of Minnesota Mining and Manufacturing Co., St. Paul 6, Minnesota. General Export: 99 Park Avenue, New York 16, N. Y. In Canada: P. O. Box 757, London, Ontario.



Machine that collates, nests, and inserts material into envelopes from 6x9 inches to 9x12 inches

Parnat Business Machine Unit Inserts, Collates

What is claimed to be a completely automatic inserting machine that collates, nests, and inserts material into envelopes ranging in size from 6x9 inches to 9x12 inches has been developed by the Parnat Business Machine Corp.

According to the manufacturer, the mailer collates all types of material from 3x5 inches through $8\frac{1}{2}$ x11 inches and 13-pound single sheet paper to $\frac{1}{8}$ -inch thick catalogs. It can nest material into the pages of a catalog, then insert the nested or collated material into envelopes, and then seal and stack. The unit can be adapted to as many stations as may be required and can produce up to 6,000 completed units per hour.

By disengaging the envelope feed mechanism, the mailer may also be used as a collator or a nesting collator for paper ranging in size from five to six inches through 8½x11 inches.

For information: Parnat Business Machines Corp., 1816 Boston Rd., New York 60.

Feeder for ATF Super Chief

High-speed and simplified operation are advantages American Type Founders claims for an improved feeder now standard equipment on the ATF Super Chief 23x30-inch offset press. The device will

Feeder has a built-in automatic paper stretch



also be used on ATF's new Chief 126, 20x26-inch offset press.

Features of the feeder include a builtin automatic paper stretch, ease of loading even when the pile is high, and reduction of makeready time when shifting sheet sizes through the elimination of several adjustments hitherto necessary on conventional type feeders.

For information: The American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.

Envelope Gums Resist Humidity

A pair of envelope gums for front seals and back seams that are usable on all existing rotary machines are now being produced by the envelope and gummed paper department of Morningstar-Paisley, Inc. Known as 1246 Black Seam and Rapidex, the products are claimed to have excellent humidity resistance and thus may be used the year around in all geographical areas.

Rapidex is manufactured in two formulations, fast drying and flat-seal with four viscosity grades of heavy, medium, medium-light, and light.

For information: Envelope & Gummed Paper Department, Morningstar-Paisley, Inc., 1770 Canalport Ave., Chicago 16.

Glue for Padding NCR Sets

Nu-Edje Carb-N-Set Penetrating Glue for padding NCR set forms has just been developed by Carb-N-Set Business Forms.

To separate NCR sets glued with Nu-Edje, a two-inch lift is removed from the stack; the lift is bent and fanned to the side that is not glued; while one hand keeps the lift in a fanned position, the other hand strokes across the glued edge with slight pressure to separate the sets all at one time.

With the use of this product separating costs are said to be reduced by 84% and over-all cost of NCR sets by 10%.

For information: Carb-N-Set Business Forms, 816 Ferguson Ave., Dayton, Ohio.

Flip-Top Platemakers

The nuArc Co. has announced the addition of three models of its "flip-top" platemaker to its present Production-Dynamo series. The platemakers are referred to as "flip-top" because the vacuum frame is loaded in the conventional face-up manner (the glass lifts, allowing the plate and negative to be positioned); after the release knob is touched, the entire vacuum frame pivots face-downward for even exposure.

According to the manufacturer, halftone images maintain an exact fidelity to original photos and art work, and linework is crisp and clean because of a carbon arc reflector, a built-in automatic carbon arc lamp, and a one-piece molded live rubber blanket.

Largest model in the line is the FT-62 which measures 50x62 inches. It differs from the smaller models only in that its glass raises by means of supports on either end.

For information: nuArc Co., Inc., 824 S. Western Ave., Chicago 12.



nuArc Production Dynamo "flip-top" platemaker

Combination Paper Cutter-Trimmer

Designed to cut quantities of paper at one time, in addition to regular paper trimming uses such as board and heavy paper, is the Kutrimmer combination paper cutter and trimmer offered in three sizes: 143% inches, 22 inches, and 28 inches. The 28-inch size is available as a treadle-operated floor model complete with stand.

For information: Michael Lith Sales Corp., 143 W. 45th St., New York 36.

Kutrimmer will cut up to 50 sheets at one time



Color-Matic R.O.P. Unit Announced by R. Hoe

The latest entry in the line of newspaper presses made by R. Hoe & Co., Inc., was viewed by trade press representatives on Feb. 19 at the company's plant in New York City.

Designed by Henry Dreyfuss, the new Color-Matic R.O.P. unit will solve many of the costly operating problems which for years have concerned newspaper publishers, according to J. L. Auer, president of the firm.

Speed up to 70,000 papers per hour and ability to shift from black to color printing in a slight fraction of the time heretofore required were called Colormatic's most important features. Other advantages are said to be simple operational control with only two tools, and easy access to rollers and to all adjustment controls.

Mr. Auer mentioned the advantages of teaming Color-Matic with the firm's recently introduced 3:2 Folder. He said the advantages of the new press would stem from the problem of how to handle increased newspaper circulation and everrising demand for color advertising.

For information: R. Hoe & Co., Inc., 910 E. 138th St., New York 54.



Electric eyeletting machine has a large throat

Electric Eyeletting Machine

What is claimed to be a fully automatic, electrically-operated eyeletting machine that will feed and set more than 30 eyelets per minute was recently introduced by the Eyelet Tool Co., Inc. Equipped with a 1,200 rpm., ½-hp, 110-v, ac standard motor, the mechanism, known as model 103, weighs 75 lbs.

According to the manufacturer, the unit will handle any make of eyelet and has a continuous automatic feeding, interchangeable tracks, eyelet release, and extra large throat depth.

For information: Eyelet Tool Co., Inc., 236A Broadway, Cambridge, Mass.

Jagenberg Lab Coater

Pearce Development Co. has been appointed United States distributor for the W. German-manufactured Jagenberg Lab Coater with air knife and smoothing rolls.

According to the distributor, the machine is to be used by mill and research laboratories for coating one side of paper, board, foil, etc., with aqueous and other coating solutions of medium and low viscosity such as plastic dispersions, clay, metal and aniline dyes, baryta, lacquers, animal and vegetable glues, etc.

For information: Pearce Development Co., 1606 E. 30th St., Cleveland 14.

Pressure-Sensitive Tape

Especially engineered for the lithographer and printer is a pressure-sensitive tape recently introduced by Polychrome Corp. Called Polytape, the tape may be purchased in widths of 1/4, 3/8, and 1/2 inch; rolls are 72 yards long.

The product is a cellophane base tape available in transparent red, which is opaque for photographic purposes; and also in clear transparent for general printing and normal office use.

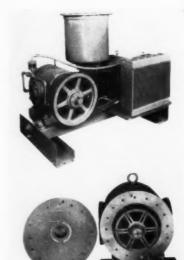
According to the producer, the red color is in the cellophane base and not in the adhesive material, thus preventing color smearing and oozing. The tape tears evenly and the red transparency permits accurate line-up and register of printed matter, yet is opaque for exposure purposes.

For information: Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N.Y.

Plastic Layout Sheets

Now available in 11 new sizes from N. Teitelbaum Sons, Inc. is Goldenplast orange masking plastic layout sheets for difficult-to-register jobs. Sizes range from 20x27 inches to 54x60 inches.

For information: N. Teitelbaum Sons, Inc., 261 Grand Concourse, New York 51.



Pump is cooled by a radiator oil-cooling system

High Vacuum Pump

Six sets of dual vanes providing oil seal and a patented radiator oil cooling system are features claimed by Leiman Bros. for the company's newly designed model 106 high vacuum pump.

According to the producer, the pump provides a steady vacuum of 29.9 inches Hg. in continuous operation at an average temperature of 200° F, and has a capacity of 50 to 105 cfm. The over-all unit dimensions are 47 inches long, 36 inches high, and 26 inches wide.

For information: Leiman Bros., Inc., 102 Christie St., Newark 5.

Type Fonts of Magnetic Ink Characters

Complete fonts of E-13/B, the new type designed specifically for magnetic ink character recognition machines for bank checks, are now being manufactured by American Type Founders Co.

This announcement from Jan van der Ploeg, type design director, came after "read" the printed codes and transmit data to the sorting and accounting machines. The ink used contains iron oxide pigment which magnetizes upon passing under the reading head of the accounting machine, thus giving the process its name of "Magnetic ink character recognition system."

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Complete fonts of the E-13/B type for magnetic ink character recognition machines are offered by ATF

final agreement on the shape of printed characters for use in common language check printing machines was reached at a meeting of American Bankers Association committees with officers of the Federal Reserve System and members of the Bank Stationers Section of Lithographers & Printers National Association.

The agreement climaxed seven years of research by leading banking institutions in coöperation with ATF, General Electric Co., International Business Machine Co., the Todd Co., and others concerned with faster check handling systems.

Basic to the decision is the development of specialized equipment which can The encoding printing and imprinting may be done by either letterpress or offset.

The type face E-13/B is the result of research efforts to devise a letter-symbol system which is readable and can be used in the "reading" machines.

American Bankers Association has pointed out that common language check printing will require close cooperation by bankers, equipment manufacturers, and printers, and that considerable time must elapse before this new system can be put into effect.

For information: The American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth. N.J.

Press Wash-Up Device

A new wash-up attachment for Miehle and Holmes Vertical presses is claimed to reduce wash-up time by 50% to 80%, according to the Pierce Specialized Equipment Co.

The device consists of a specially designed concave wiper blade fitted into a trough with a handle rest. It hooks over the cross bar of the vibrator roller rack. Lifting the handle brings the wiper blade in contact with the vibrator roller.

Kerosene or other cleaning solution is applied to the bottom roller next to the plate while the press is running with all rollers in place. The wiper blade removes the ink and solution as the vibrator roller rotates in either direction and draws the ink from all of the rollers as well as the ink table.

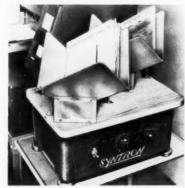
For information: The Pierce Specialized Equipment Co., 350 Peninsular Ave., San Mateo, Calif.

Syntron Paper Jogger

A double-bin vibrating paper jogger designed to speed the handling of sheet work has recently been introduced by the Syntron Co. Powered by electromagnetic vibration, the B2TJ-15 jogger automatically jogs anything from onionskin to cardboard.

According to the manufacturer, the jogger's double-bin feature eliminates lost time. By replacing a lift as one is removed, one or the other lift is always jogged, ready for working without waiting.

For information: The Syntron Co., 575 Lexington Ave., Homer City, Penn.



Paper jogger has an adjustable vibration control

Rotary Mixing Machine

Now available from the Chemco Photoproducts Co. is the new Thompson Rotary Mixing Machine for mixing etching bath chemicals and additives.

According to the distributor, the device provides the required rotary tumbling action, plus proper heat from two infrared bulbs, to properly mix these chemicals in their original five-gallon containers.

For information: Chemco Photoproducts Co., Inc., Glen Cove, Long Island, N.Y.



Countron features an automatic recycling unit

Automatic Count Control

Countron is the name of an automatic predetermined count control device manufactured by Hobson Miller Machinery Corp.

Features claimed for the model include automatic recycling, manual reset, output relay lock circuit, and no count loss even though power is removed from the unit.

According to the manufacturer, the output relay of the Countron may be used to actuate such devices as control motors, heavy duty solenoids and relays, conveyors, choppers, shears, valves, kickers, markers, and any other mechanical, electrical, or electronic control equipment.

For information: Hobson Miller Machinery Corp., 280 Lafayette St., New York 12.



the fruit of research...

... POLYCHROME'S new #4559 Non-Skin Quick Set Lithographic Ink. An intense black ink that sets and dries rapidly on paper, but will remain fresh in the fountain for days. This easy flowing ink does not skin if left on the rollers overnite — no wash-up necessary for days. #4559 permits immediate back-up, prompt run of a second color, almost immediate folding, and offers big press quality regardless of actual press size. Can be used with metallic and paper plates.

Chromatone also offers over 70 additional colors available in cans and ink cartridges.



CHROMATONE PRINTING INK COMPANY INC.

Division of

POLYCHROME CORPORATION

2 Ashburton Ave., Yonkers 2, N.Y.

POLYCHROME CORPORATION N

Shbur			Y
Please #4559			0

☐ Also include my free copy of the new CHROMATONE Ink Color Book.
☐ Please arrange for a trial run of #4559

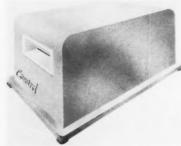
NAME	
FIRM	
ADDRESS	
CITY	STATE

Countrol System of Production Monitoring

Frost Associates have developed an automatic method of measuring machine composition that counts keystrokes for production and estimating information.

According to the manufacturer, every keystroke made by the machine operator is individually counted by a method of pulsing which does not interfere with the operation of, or require alteration to, the machine being monitored. There is no mechanical or electrical connection to the keyboard, and key touch remains unchanged. The count is obtained by an external pulse generating circuit which accumulates a total corresponding to the number of key depressions.

At the completion of each job, the operator places his time card in the printing unit of the counter where the stored total of keystrokes is automatically printed. The counter resets itself to zero and is ready for the next run. The accumulating total



Automatically measures machine composition

Data Processing Units

Designed for small business is a new system of punched-card data processing equipment introduced by the Remington Rand Univac Division of Sperry Rand Corp.

Consisting of four basic pieces of equipment—the alphabetical punch, sorter, alphabetical tabulator and summary punch, and reproducing punch—the system operates at a speed of 60 cards per minute, and may be adjusted to run faster. Additional units may be added as desired.

For information: The Remington Rand Univac Division of Sperry Rand Corp., 315 Fourth Ave., New York 10.

Desk-Top Collator

Collamatic Corp. announces the addition of a desk-top portable electric collator to its line of collating equipment. An exclusive feature claimed for the unit is a built-in stacker tray which permits the operator to stack the set directly in front of the machine quickly.

According to the manufacturer, the device collates up to six sheets of letter-size material, and produces 20 sets of six sheets per minute.

For information: The Collamatic Corp., Wayne, N.J.

is not visible to the machine operator until after it has been printed.

The Countrol system was developed for and in cooperation with Judd & Detweiler, Inc., of Washington, D.C., which has been testing five units ever since last September.

For information: Frost Associates, 213 E. 25th St., Baltimore 18, Md.

Mendes Collator Handles 16.000 to 48.000 Sheets

J. C. Mendes Corp. has developed a collator capable of picking up and collating between 16,000 and 48,000 sheets of paper per hour, depending on the number of stations used. The machine, known as Mendes 59, will handle sheet sizes up to 11x17 inches.

According to the producer, the model will shut itself off if a sheet is missed or if a double pickup is made. Stitching units for stapling sheets and folding units for automatic booklet making are available as optional equipment.

For information: The J. C. Mendes Corp., New Bedford Industrial Park, New Bedford, Mass.

English Monotype Faces

English Monotype faces cast in foundry metal by the Mould Foundry of Preston, England, are now available in the United States for hand composition through Amsterdam Continental Types and Graphic Equipment, Inc.

Two faces are being stocked in New York in a full range of sizes and weights, and a wide variety of these English designs is available on special order. The faces being stocked are Times New Roman, designed by Stanley Morison, and Perpetua, designed by Eric Gill.

For information: Amsterdam Continental Types and Graphic Equipment, Inc., 268 Fourth Ave., New York 10.

Monotype faces are offered for hand composition

Times New Roman

Times New Roman Italic

Times Bold

Times Bold Italic

Perpetua

Perpetua Italic

Perpetua Bold



Gauge is used for checking ROP color register

ROP Color Stereo Gauge

A hand gauge to check ROP color stereos for register is now being manufactured by the Pate Co. Called Lawson's "So Useful" stereo gauge, the device is designed for use by stereotypers to check register before routing and nickeling and for pressmen to check color plate register before mounting the plates on the press.

For information: Pate Co., 6124 N. Pulaski Rd., Chicago 16.

12 New Metallic Inks

Twelve colors of litho and letterpress metallic inks are the latest additions to the line of the Van Son Holland Ink Corp. According to the producer, these inks handle nicely on the press and possess fast drying characteristics.

For information: Van Son Holland Ink Corp., 92 Union St., Mineola, N.Y.



Rollem models have a device to prevent creasing

Rollem Perforators Now in America

American Wood Type Mfg. Co. has been appointed exclusive American distributor of the Rollem Perforator line, made in England. The perforators are produced in two table top models, 18 and 24 inches; and in four floor models, 24, 30, 36 and 42 inches. They perforate 4,000 to 5,000 sheets per hour.

According to the distributor, outstanding features of these machines are the combining of the feed rolls with the cutter shafts to eliminate the gap between the rollers, and a device which prevents the paper from creasing or gathering.

For information: The American Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.

Vibration Isolators

K. W. Johnson Co., Inc. announces a new industrial line of vibration isolators fabricated of oil-resistant rubber and metal. These isolators are for use with heavy and light machinery and any other equipment where vibration is a problem.

For information: K. W. Johnson Co., Inc., 1825 Webster St., Dayton 4, Ohio.

YOU WILL NEVER GO BACK TO OLDFASHIONED GUMMED PAPERS ONCE YOU TRY NASHUA DAVAC*!





MR. DUANE T. PATTERSON, PARTNER, PATTERSON-WRIGHT COMPANY, TOPEKA, KANSAS SAYS: "DAVAC GIVES YOU PRINTING RESULTS IMPOSSIBLE TO GET WITH CONVENTIONAL GUMMED PAPERS!"

When you print DAVAC, you get results no ordinary gummed paper can give you. DAVAC has a mill-perfect printing surface—undisturbed by breaking or stack calendering. Result? Less ink consumption ...even ink lay...perfect reproduction.

But that's not all! Nashua DAVAC updates your whole label printing operation...obsoletes conventional gummed stock. DAVAC's matte-like adhesive—developed by Nashua Corporation—lets the paper "breathe," thus prevents curl. DAVAC stays

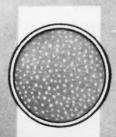
as flat as bond...prints as easily...stores safely ...ends customers' curl complaints.

Throughout the country, printers like Mr. Patterson use DAVAC...and endorse it. Many use nothing else on label jobs! A trial run will show you why.

Have your Nashua distributor (he's listed on the back of this insert) give you sample sheets, and full information about modern DAVAC—the original balanced gummed paper!

---Devac Reg. U.S. Pat. Off. #2793966

Microscopic beads of adhesive let DAVAC paper "breathe," thus prevent curl. Matte-like adhesive finish takes ink beautifully when labels must be printed on the adhesive side.





Orporation

This is the <u>adhesive</u> side of **DATAC** gummed paper!

Note the crisp, sharp printing. DAVAC'S matte-like adhesive is excellent for look-through labels, window stickers, other reverse-side jobs. DAVAC is available through the fine paper merchants listed below. Ask for trial-run sample sheets.

AKRON, OHIO
Millcraft Paper Company

ALBANY, NEW YORK Hudson Valley Paper Company

ALBUQUERQUE, NEW MEXICO
Carpenter Paper Company

ALEXANDRIA, LOUISIANA
Louisiana Paper Company, Ltd.

ATLANTA, GEORGIA Sloan Paper Company Whitaker Paper Company

AUGUSTA, MAINE Carter Rice Storrs & Bement

AUSTIN, TEXAS
Carpenter Paper Company

BALTIMORE, MARYLAND Whitaker Paper Company White Rose Paper Company

BATON ROUGE, LOUISIANA Louisiana Paper Company, Ltd.

BILLINGS, MONTANA Carpenter Paper Company

BIRMINGHAM, ALABAMA Sloan Paper Company

BOSTON, MASSACHUSETTS
Carter Rice Storrs & Bement
John Carter Company

BRISTOL, VIRGINIA
Dillard Paper Company

BUFFALO, NEW YORK Alling and Cory Company

CHARLESTON, WEST VIRGINIA Central Ohio Paper Company

CHARLOTTE, NORTH CAROLINA Charlotte Paper Company Dillard Paper Company

CHICAGO, ILLINOIS

Bradner Smith and Company
Carpenter Paper Company
Dwight Bros. Paper Company

Chatfield Paper Corporation Whitaker Paper Company

CLEVELAND, OHIO
Alling and Cory Company
Millcraft Paper Company

COLUMBIA, SOUTH CAROLINA Dillard Paper Company Palmetto Paper Company

COLUMBUS, ONIO
Central Ohio Paper Company

John Carter and Company, Inc.

DALLAS, TEXAS
Carpenter Paper Company

Central Ohio Paper Company

Carpenter Paper Company

DES MOINES, IOWA Carpenter Paper Company

DETROIT, MICHIGAN
Seaman-Patrick Paper Company
Whitaker Paper Company

Carter Rice Storrs & Bement

EL PASO, TEXAS
Carpenter Paper Company

FARGO, NORTH DAKOTA
John Leslie Paper Company

FORT WAYNE, INDIANA
Millcraft Paper Company
Taylor Martin Papers, Inc.

FORT WORTH, TEXAS
Carpenter Paper Company

GLOUCESTER CITY, NEW JERSEY Rhodes Paper Company

GRAND ISLAND, NEBRASKA Carpenter Paper Company

GRAND RAPIDS, MICHIGAN
Carpenter Paper Company

GREAT FALLS, MONTANA Carpenter Paper Company John Leslie Paper Company

GREENSBORO, NORTH CAROLINA Dillard Paper Company

Dillard Paper Comapny

HARLINGEN, TEXAS
Carpenter Paper Company

HARRISBURG, PENNSYLVANIA Alling and Cory Company

HARTFORD, CONNECTICUT
John Carter and Company

HOUSTON, TEXAS
Carpenter Paper Company

INDIANAPOLIS, INDIANA Indiana Paper Company

Jackson, MISSISSIPPI
Jackson Paper Company

JACKSONVILLE, FLORIDA

Jacksonville Paper Company

JAMESTOWN, NEW YORK Millcraft Paper Company

KANSAS CITY, MISSOURI Carpenter Paper Company

Dillard Paper Company

LINCOLN, NEBRASKA Carpenter Paper Company

LITTLE ROCK, ARKANSAS
Roach Paper Company

LONGVIEW, TEXAS
Etex Paper Company

Carpenter Paper Company Ingram Paper Company

Rowland Paper Company

LUBBOCK, TEXAS
Carpenter Paper Company

LYNCHBURG, VIRGINIA
Caskie Paper Company, Inc.

Macon, GEORGIA Macon Paper Company

MEMPHIS, TENNESSEE Tayloe Paper Company

MERIDIAN, MISSISSIPPI Newell Paper Company

Everglade Paper Company

MILWAUKEE, WISCONSIN
Dwight Bros. Company

MINNEAPOLIS, MINNESOTA Carpenter Paper Company John Leslie Paper Company

MISSOULA, MONTAHA Carpenter Paper Company

MOBILE, ALABAMA
Partin Paper Company

MONROE, LOUISIANA Louisiana Paper Company, Ltd.

MONTGOMERY, ALABAMA Weaver Paper Company

NASHVILLE, TENNESSEE Bond-Sanders Paper Company

NEWARK, NEW JERSEY Central Paper Company

NEW HAVEN, CONNECTICUT John Carter Company Carter Rice Storrs & Bement

NEW ORLEANS, LOUISIANA
D and W Paper Company, Inc.

NEW YORK, NEW YORK

Alling and Cory Company Miller & Wright Paper Company Harry Elish Paper Company Linde-Lathrop Paper Co., Inc. Geo. W. Millar and Co., Inc. Whitaker Paper Company

NORFOLK, VIRGINIA
Old Dominion Paper Company

OGDEN, UTAM Carpenter Paper Company

OKLAHOMA CITY, OKLAHOMA Carpenter Paper Company

OMAHA, NEBRASKA Carpenter Paper Company

ORLANDO, FLORIDA Central Paper Company

PHILADELPHIA, PENNSYLVANIA Rhodes Paper Company Whiting Patterson Company

PITTSBURGH, PENNSYLVANIA Alling and Cory Company Whitaker Paper Company

POCATELLO, IDAHO
Carpenter Paper Company

PORTLAND, OREGON
Carter Rice and Company

PROVIDENCE, RHODE ISLAND
Carter Rice Storrs & Bement
John Carter and Company, Inc.

PUEBLO, COLORADO
Carpenter Paper Company

RALEIGH, NORTH CAROLINA Raleigh Paper Company

RICHMOND, VIRGINIA
Richmond Paper Company

ROANOKE, VIRGINIA
Dillard Paper Company

ROCHESTER, NEW YORK
Alling and Cory Company

ST. LOUIS MISSOUR! Acme Paper Company Beacon Paper Company

ST. PAUL, MINNESOTA Carpenter Paper Company John Leslie Paper Company

SALT LAKE CITY, UTAH Carpenter Paper Company

SAN ANTONIO, TEXAS Carpenter Paper Company SAN FRANCISCO, CALIFORNIA Bonestell Paper Company Carpenter Paper Company

SAVANNAH, GEORGIA
The Atlantic Paper Company

SEATTLE, WASHINGTON
Carpenter Paper Company
West Coast Paper Company

SHREVEPORT, LOUISIANA
Louisiana Paper Company, Ltd.

SIOUX CITY, IOWA Carpenter Paper Company

SIOUX FALLS, SOUTH DAKOTA
John Leslie Paper Company

SPOKANE, WASHINGTON Independent Paper Company

SPRINGFIELD, MASSACHUSETTS
Carter Rice Storrs & Bement

SYRACUSE, NEW YORK
Alling and Cory Company

TACOMA, WASHINGTON
Allied Paper Company, Inc.

TALLAHASSEE, FLORIDA Capital Paper Company

Tampa, FLORIDA
Tampa Paper Company

TEXARKANA, TEXAS
Louisiana Paper Company, Ltd.

TOLEDO, ONIO
Central Ohio Paper Company
Millcraft Paper Company

TOPEKA, KANSAS Carpenter Paper Company

TYLER, TEXAS
Etex Paper Company

UTICA, NEW YORK
Alling and Cory Company

WASHINGTON, B. C. Whitaker Paper Company

WICHITA, KANSAS Southwest Paper Company

WILMINGTON, DELAWARE
Whiting-Patterson Company

WILMINGTON, NORTH CAROLINA Dillard Paper Company

WORCESTER, MASSACHUSETTS
Carter Rice Storrs & Bement

There is only one DAVAC order it by name!

LPNA Annual Convention Set for April 13

Industry teamwork for promoting company progress by helping management to improve operations and long-range planning is the theme for Lithographers and Printers National Association's 54th annual convention, which will start running its three-day course on April 13 at the Greenbrier, White Sulphur Springs, W. Va.

Slated for the first session is a review of current commercial and industrial conditions. George M. Rideout, vice-president, Babson's Report, Inc., will appraise the national economy in terms of "boom, bust, or explode." Domestic trade prosperity and foreign commerce is the topic assigned to James P. Richards, president of the Tobacco Institute and former special assistant to President Eisenhower with the rank of ambassador. LPNA president L. E. Oswald of E. F. Schmidt Co., Milwaukee, will report on the association's progress during the past year.

Mr. Rideout, who has studied the financial and investment phases of the lithographic industry, will discuss plant managements' knowledge of their position in the over-all graphic arts industry. Mr. Richards of the Richards, Caskey and Richards law firm, Lancaster, S.C., was a congressman from 1933 to 1957. He was chairman of the Foreign Affairs Committee and of the Joint Congressional Economic and Military Study Mission to Europe in 1951, and a delegate to the United Nations in 1957.

LPNA headquarters forecasts that production group meetings will assume greater importance than ever before. Sessions on sales management, labor relations, and financial matters are timed for the afternoon of April 14. The sales management committee, chaired by John B.



George M. Rideout Babson's Report



James P. Richards Tobacco Institute

Osborn, president, Forbes Lithography Mfg. Co., Boston, will present several projects, including a sales compensation survey and a plan for aptitude testing as a tool for use in selecting salesmen.

This committee is conducting a series of regional conferences. February meetings were held in Philadelphia and New York City. March sessions are being staged in Boston, Chicago, Los Angeles, and San Francisco. Others are planned for Ohio, Missouri, Texas, and Georgia at cities and times to be announced later.

Winning entries in the association's Ninth Lithographic Competition will be displayed at the Greenbrier. There were 2,584 entries of which 1,902 came from 248 lithographic plants. National advertisers, advertising agencies, designers, artists, and trade associations accounted for the other 682 entries. President Oswald will present certificates of award to 286 winners at a dinner on April 13.

Agenda for the final convention session calls for election of directors and a talk on lithographic technical trends. The annual banquet and a golf tournament are also timed for that day.

Receptions for relaxation will be sponsored by the suppliers social activities



L. E. Oswald



Oscar Whitehouse PNA Exec. Director

committee. The Label Manufacturers Division will sponsor a reception and dinner for members on Sunday, April 12.

NYEPA Litho Division to Hold Lithoshow and Forum May 2

The Lithographic Division of the New York Employing Printers Association has timed a Lithoshow and Forum for May 2 at Hotel Statler. Technical specialists in the fields of presswork, plates, paper, ink and camera, will speak during the morning and be available later for consultation. An exhibition of lithographic accessories and small equipment will run through the afternoon.

Special advance fee is \$7.50 per person. Detailed program information will be sent to lithographers who address reservation requests to the Lithographic Division at 461 Eighth Ave., New York 1.

To Meet at Virginia Beach

The Eastern Seaboard Conference of the Graphic Arts Industries will be held May 7-9 at the Cavalier Hotel, Virginia Beach, Va. Registrants and their ladies will come from Richmond, Washington, Baltimore, Wilmington, Philadelphia, Newark, and New York City.

IAES to Hold Spring Technical Meeting in Toronto

Three hundred owners and executives of the electrotyping industry in the United States and Canada are expected to attend the annual spring technical conference and exhibition of the International Association of Electrotypers, April 13-15, at the Royal York Hotel in Toronto, Canada.

In addition to a program of technical speakers, there will be panel discussions on new industry developments, self-advertising and sales, labor relations, publications, management talks, and a molded plates conference which will be sponsored in coöperation with the photomechanics and platemaking committee of the Research and Engineering Council of the Graphic Arts Industry.

The convention hall fover will be given over to product, equipment, and material exhibits. Toronto electrotypers will be host to the conference visitors on Monday evenning, April 13, at a cocktail party and reception in the hotel. Five of the city's largest duplicated plate manufacturing plants will hold open house for conference visitors on Wednesday morning, April 15.

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date



Program headliners will be Paul H. Smith, manager of the DuPont Photopolymer Printing Plate Development; Don Henshaw of the MacLaren Advertising Co., Toronto; Dr. Marvin C. Rogers, printing consultant, Chicago; Sigfried Higgins of the Williamson Co.; Harold H. Fleig of Chicago's National Electrotype Co.; Edward P. Hoehl of Milwaukee's Badger-American Electrotype Co., and Ben R. Preston of Crescent Engraving Co., Kalamazoo, Mich.

"Our Future in Electrotyping" will be presented by Walter T. Flower of Flower Steel Electrotyping Co., New York City, and the topic "Our Future in Stereotyping" will be presented by Frederic G. Moss, president of the Galvanic Printing Plate and Matrix Co., located in New York City.



Committee members planning the 40th annual convention of the International Association of Printing House Craftsmen are (back, I. to r.) Arthur Tarling, Lee Augustine, Millard Friday, Sr., Edward Sanna, Ferdy Tagle, William Gleason, Kendal Slade, Edward Stoehr, Herbert Ahrendt, Charles Morris; (front) Mortimer Sendor, Charles Felten, Mrs. Ada Croplis, Mrs. Billie Slade, Edward Blank, Henry Schneider, A. E. Giegengack, Louis Van Hanswyck, Louis Croplis

IAPHC Convention Committee Is at Work

The New York Club of Printing House Craftsmen has set up a team of 17 men and two distaffers to blueprint plans for hosting the International Association's 40th annual convention Sept. 5-9 at the Statler Hilton Hotel.

Leading this group full steam ahead is Edward Blank of the New York Employing Printers Association. He is a past president of the New York Club, which will be celebrating its 50th anniversary while the Seventh Educational Graphic Arts Exposition runs its Sept. 6-12 course in New York's huge Auditorium.

His committee forecasts attendance of at least 1,200 Craftsmen coming from

Kurtz M. Hanson Elected President of Lanston

Kurtz M. Hanson, former president of the Champion-International Co., has been elected president of Lanston Industries,

9

Kurtz M. Hanson

Inc., Philadelphia.
He is a director of
Western Electric
Co., National Association of Manufacturers, New
England Transportation Co., World
Trade Center in
New England, Inc.,
Massachusetts Business Development
Corp., Massachu-

Corp., Massachusetts Higher Education Assistance Corp., and Associated Industries of Massachusetts, which he headed from 1955 to 1957. He is a National Associate of the Boys' Clubs of America, a director of the Lawrence (Mass.) Boys' Club, and has been chairman of the Massachusetts Payroll Savings Committee, a member of the greater Lawrence Citizens' Committee for Industrial Development, and an incorporator of the Broadway Savings Bank of Lawrence.

cities coast-to-coast, Canada, and other countries throughout the world to join in observing the share-your-knowledge movement's golden anniversary.

At last month's end 900 hotel rooms had been reserved for Craftsmen and their families. Other plans called for assembling a program of educational and technical value, and for entertainment which Mr. Blank pledged would be in the neveran-idle-moment class. Serving with him are the following committeemen with their assignments:

Exposition, A. E. Giegengack, president, National Graphic Arts Exposition, Inc.; program, Ferdy J. Tagle, principal, New York School of Printing, and William P. Gleason, Colonial Press; registration, Louis A. Croplis, American Type Founders, Inc.; overseas registration, Lee Augustine, Printing Machinery Co.; plant visitations and sightseeing, Herbert R. Ahrendt, Ahrendt, Inc.; printing and design, Charles J. Felten, Messenger of the Sacred Heart, and president of the New York Club; finance, Mortimer S. Sendor, Sendor Bindery; advisory, W. Harvey Glover, Sweeney Lithograph Co., and hotel, Louis Van Hanswyk of LouVan Typographers.

Also, entertainment, Arthur J. Tarling, Sleight & Hellmuth Ink Co.; hospitality, Millard Friday, Sr., E. W. Blatchford Co.; international liaison, Peter J. Bernard, H. Wolff Book Manufacturing Co.; souvenir

Sabin Robbins Paper Co. Opens New Warehouse for Dallas Area

Sabin Robbins Paper Co., Cincinnati, has opened a new branch warehouse at 2660 Brenner Dr., Dallas. Montgomery P. Greene is division manager in charge of service to printers and advertisers.

The new warehouse is being established on the 75th anniversary of the company. The company specializes in job lot printing papers and is the largest supplier of its kind in the world, according to Sabin Robbins, president. boxes, signs, badges, decorations, Kendal Slade, Densen Banner Co.; women's division, Mrs. Billie Slade and Mrs. Ada Croplis; publicity and anniversary book, Henry A. Schneider, Charles Francis Press, and Charles V. Morris, J. B. Card and Paper Co.; Newark, N.J., chairman, Edward Stoehr, Meerow Press.

George Ortleb, Designer Of Ink Agitator, Dies

George Ortleb, 83, owner and founder of the Ortleb Ink Agitator Co., St. Louis, died Jan. 11 in St. Joseph's Hill Infirmary,

Eureka, Mo. Mr. Ortleb was born in Burlington, Iowa, but spent 55 years in the printing industry in St. Louis. From 1931-36 Mr. Ortleb was deputy public printer at the Government Printing Office in Washington, D.C. In 1937 Mr. Ortleb



George Ortleb

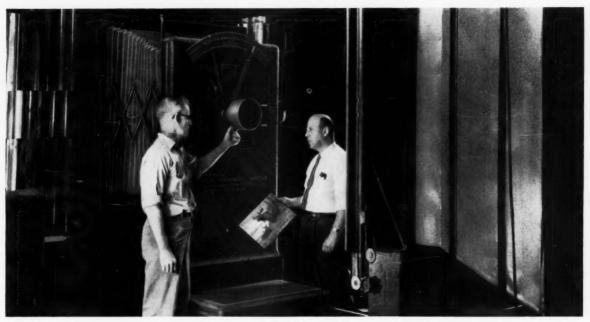
returned to the Ortleb Ink Agitator Co. which he helped to organize in 1924. He retired from active business seven years ago. Mr. Ortleb was a past president of the International Association of Printing House Craftsmen.

Surviving is his son Douglas Ortleb, president of the Ortleb Machinery Co., St. Louis.

ATF 3M Dampening System Dealer

American Type Founders Co. and its 11 branches have been appointed dealers for the 3M brand dampening rollers and sleeves manufactured by Minnesota Mining and Manufacturing Co., St. Paul. The 3M dampener system will be available as an optional item on all new Chief 15, Chief 20, Chief 22, Chief 24, Chief 29, and Super Chief presses.

"Definition and accuracy still tops after 11 years!" says John E. Morse, Foreman, Photographic Dept., Brett Lithographing Co., Long Island City, N. Y.



Brett Lithographing depends on its RUTHERFORD COLOR CAMERA for consistently beautiful negatives

John E. Morse, left, shown talking to Joseph Medio, Brett's Plant Superintendent, is well known in the trade for his research work in lithography. Mr. Morse knows color cameras and finds that Rutherford meets his critical requirements for accuracy, dependability and operating ease.

"We've given our Rutherford Camera a lot of hard use," he says, "and it has done a wonderful job for us. I like it very much!"

One reason for the long-run dependability of the Rutherford Camera is its rugged floor-stand design. In plants where vibration is a problem, the shock mounts which shore up the heavy steel base of the camera keep the lensboard and copyboard perfectly parallel. That means you get better dot fidelity and faster negative production. Accuracy? Rutherford's micrometer dial registers the work down to .001"... you get excellent definition consistently.

These are just a few of the reasons why discriminating lithographers like Brett choose Rutherford Color Cameras for top negative quality and production efficiency. Why not check the time and money-saving features of a Rutherford Precision Camera yourself.

For full details about a Rutherford Precision Camera or Photo-Composing Machine write, wire or phone today.





Rutherford Machinery Company

Division of **Sun Chemical Corporation** • 401 Central Ave., East Rutherford, N. J.

Branches in Chicago • San Francisco • Montreal • Toronto

Sun Chemical's Graphic Arts Group: GENERAL PRINTING INK Gravure, Letterpress, Offset Inks and Supplies GEO H. MORRILL Newspaper Inks BENSING BROS. AND DEENEY Flexographic Inks RUTHERFORD MACHINERY Lithographic Equipment



PRIDE IS THE DIFFERENCE

Manifest Bond

The economy paper with a crisp feel and quality appearance. Sturdy texture and high bulk for trouble-free press performance.

New eye-ease shade of white in four weights plus seven pleasing pastels—all quality controlled and precision trimmed.

Ask your Franchised EASTERN Merchant for samples. Or write direct.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION
STANDARD PACKAGING CORPORATION
BANGOR, MAINE

Stamp and Poster Contest Rules For 1960 Printing Week Released

International Printing Week committee members have announced the rules for the stamp and poster contests for the 1960 Printing Week celebration. Recognized leaders of the graphic arts industry will act as judges to select the winners. Awards for the winning stamp and poster designs will be made at the International convention which will be held Sept. 5-9 in New York City. Details of the contests are as follows:

Poster Contest Rules

 Anyone connected with the graphic arts or allied industries is eligible to enter the contest.

2. Size of the poster is approximately 14x22 or 22x14 inches; a bleed design would trim slightly under these dimensions; a finished layout is acceptable; illustrations are limited to line; no halftone screens; limited to two colors.

3. Copy shall include the words "International Printing Week, January 17-23, 1960"; an area designated on the poster for reproduction of the winning 1960 Printing Week Stamp at least double the original size (1x1½ inches); the Craftsmen's emblem in any form; a blank space for imprinting by the local sponsoring group.

4. Entries should be mailed to: 1960 Printing Week Poster Contest, Gerald L. Flood, Chairman, 714 Santa Monica Blvd., Santa Monica, Calif.

5. Deadline for entries is May 25,

6. Three recognized graphic arts industry leaders will judge the contest.

7. First-place winner of the contest will receive a trophy with appropriate inscription. Certificate awards will be made to the other winners as may be determined in number by the 1960 International Printing Week Committee. Presentation of the awards will take place at the International Convention in September in New York.

8. All entries become the property of the International Association of Printing House Craftsmen, Inc. Decision of the judges is final.

Seminars on Color Reproduction

The Manhattan School of Printing, New York City, will stage the second of a series of color reproduction seminars on April 2. Panelmen discussing how to view color will include Robert E. Rossell, Research and Engineering Council of the Graphic Arts Industry; Daniel Ford of Peter F. Mallon, Inc., Long Island City, N.Y., and Louis Greenwood of Young and Rubicam advertising agency, New York City.

Name Canadian Seaboard Agent

Parkinson Inks, Ltd. of London, Ontario, has been appointed Canadian distributor of Alchemic gold metallic inks made by Seaboard Printing Inks, Inc. of New York and Philadelphia.

Stamp Contest Rules

 Anyone connected with the graphic arts or allied industries is eligible to enter the contest.

2. Size of stamp is 1x11½ inches; size of finished drawing is 3x3¾ inches; drawing must be in black and white—no screens.

3. Design and copy should be appropriate to International Printing Week and should include the words "Printing Week" as well as the date, January 17-23, 1960.

4. Entries should be mailed to: 1960 Printing Week Stamp Contest, Gerald L. Flood, Chairman, 714 Santa Monica Blvd., Santa Monica, Calif.

5. Deadline for entries is May 25, 1959.

6. Three recognized printing industry leaders will judge the contest.

7. First-place winner of the contest will receive a trophy with appropriate inscription. Certificate awards will be made to other winners as may be determined by the 1960 International Printing Week Committee. Presentation of the awards will take place at the International convention in New York City.

8. All entries become the property of the International Association of Printing House Craftsmen, Inc. Decision of the judges is final.

National Packaging Show To Be Held in Chicago

The American Management Association forecasts that the 28th National Packaging Exposition, scheduled for April 13 to 17 in Chicago's International Amphitheatre, will be the largest show in the multibillion-dollar-a-year packaging industry's history.

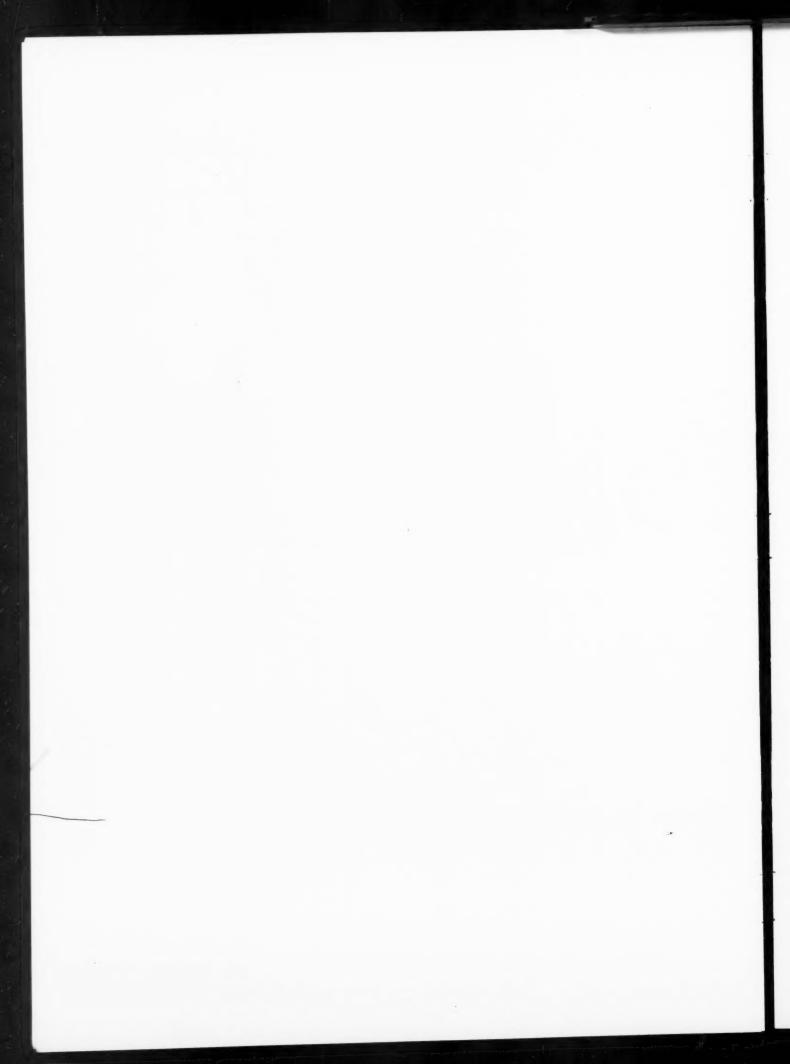
At last month's end close to 400 suppliers of equipment, materials and services had signed up for displaying their wares in some 140,000 square feet of floor space. Graphic arts products on view will include printing equipment, paper, ink and other supplies, die-cutting, stitching, stamping, counting, marking, label, and tag machines.

The National Packaging Conference will start running its three-morning course on April 13 at the Palmer House. Package planning, design, utility manufacturing, and new materials are among the topics slated for discussion.



PRIDE IS A TASTE. A savory broth. Delicately seasoned. Culmination of experiment, care and anticipation. Pride. Made of many things. The force that sets one man's efforts above another's. Just enough. Proud printers have it. Pride. The difference in Atlantic fine papers.





Carnegie Printing Conference Is Set for April 16-18

April 16-18 are the dates set for the annual Alumni Printing Seminar and Management Conference at the Carnegie Institute of Technology, Pittsburgh. John L. Kronenberg, S. D. Warren Co., is program chairman.

The opening day is planned as an educational service to alumni, industry sponsors, and others who have contributed to instructional and scholarship funds for the School of Printing Management. This year the discussions will deal with various aspects of gravure.

The two-day program of April 17-18 is designed to attract printing executives to the school's campus for discussion and presentation of new ideas. Emphasis in the seminar will be on the medium-sized plant. A survey of Carnegie Tech alumni showed considerable interest in this size printing operation.

George H. Carl, production director of Fawcett Publications, Inc., and Oscar Shmiel, vice-president of Intaglio Service Corp., and chairman of the Gravure Technical Association technical committee, will present the Thursday session.

Mr. Carl and Mr. Shmiel will cover the basics of the process in exhibitions which will give a step-by-step presentation of positives, carbon tissue, laydown machines, developing out carbon tissue, and etching. They will also discuss gravure inks, the nature of the press, and a brief comparison of letterpress and offset.

Kurt E. Volk, president of the Kurt H. Volk Co., Bridgeport, Conn., and president of Printing Industry of America, Inc., will present an audience participation program on April 18, following a breakfast. This presentation, known as the "We" program, is a technique designed to en-

Gifford M. Booth, president of Grit Printing Co., Wichita, Kan., will speak on the role of airplanes in business at Carnegie Tech seminar







John L. Kronenberg

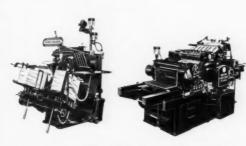
Maurice A. Leveraul

courage people to work together. It is based upon the attitude of management that people are the most important commodity with which management must deal and that their understanding and coöperation are necessary for the successful operation of a business.

Others scheduled for the program are Gifford M. Booth, president of Grit Printing Co., Wichita, Kan., who will speak on "The Role of the Airplane in Business," and Maurice Leverault, manager of the offset department of Brooklyn Cooperage Co., will lead a panel discussion on "New Developments in the Graphic Arts."



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Flexographic Printers Hold First Annual Meeting

By Hal Allen, IAPL Eastern Editor

The Flexographic Technical Association, youngest national graphic arts group, staged its first annual meeting and technical forum on Feb. 5-6 in New York City. Nearly 300 registrants from many states, Canada, and England hailed the event as strong proof that the organization, whose membership has grown since last fall from 65 to nearly 200, is serving as a much needed clearing house for research and information aimed at solving technical problems.

"Find the answers" was the theme of three panel sessions dealing with ink and sparking many written questions reflecting general interest in this subject. Luncheon speakers were Raymond Blattenberger, Public Printer of the United States, and C. W. Barlow, plastic display packaging buyer for Sears, Roebuck and Co. Members elected a board of directors consisting of 12 converters and six suppliers. The board reëlected incumbent officers.

Alexander R. Bradie of Mosstype Corp. chaired discussion of ink solvents, their

purposes and suitability for quality reproduction. His panelmen came from Converters Ink Co., Sun Chemical Corp., Interchemical Corp., the American Viscose Corp., Mosstype Corp., Du Pont's film department, and Ideal Roller & Manufacturing Co.

Robert Zuckerman of Kidder Press Co., Inc., moderated discussion of automatic and manual controls for ink viscosity. Serving with him were representatives of Crescent Ink & Color Co., De Val Ink & Color, Inc., Gray Mills Corp., Norcross Corp., Crosfield Electronics, Inc., Bendix Aviation Corp., Sinclair & Valentine Ink Co., and Pneumo-Flo Systems, Inc.

Proper ink distribution systems for producing best end results was the subject discussed by panel chairman Frank W. Brey of Paramount Paper Products Co. and representatives of Standard Packaging Corp., Pamarco, Inc. and the Cellu-Croft Products Corp.

Mr. Blattenberger pointed out that "in every branch of the printing craft researchers are working to produce better products more efficiently and economically. Even among the workers in the shop there is need for sound grounding in mathematics, a working knowledge of physics and chemistry, familiarity with correct forms of English grammar, and many other practical subjects. Rising

Packer Manufacturing Appoints General Manager

Announcement of the appointment of Farrell Sickel to the position of general manager has been made by the Packer

36

Forrell Sickel

Manufacturing Co. of Green Bay, Wis. Mr. Sickel has been associated with the late Gideon Kane and the Packer company for the past 16 years. During the past two years he has been general sales manager. The Packer Co. produces flexo-

graphic and web-fed die-cutting equipment for the boxboard, packaging, and continuous forms printing industries.

Tirfing Names Sales Agents

Tirfing Printing Machinery, Inc., Newark, N.J., has named the following companies to handle the Swedish 31x41-inch Tirfing letterpress sales in the Midwest, the Southeast, the mountain states and the West Coast territories: Type & Press of Illinois, Inc., Chicago; Southeastern Printers Supply Corp., Atlanta; A. E. Heinsohn Printing Machinery & Supplies, Denver, and William M. Kemp Co., San Francisco.



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The officers of the Flexographic Technical Association for this year are (from I. to r.) Frank Longenecker, vice-president; Julian Ross, executive secretary; Karl Weik, the president; Franklin Moss, vice-president; Douglas E. Tuttle, the secretary, and Sidney S. Shapiro, the treasurer

standards of recruitment will soon make the printer's educational level higher than it is now."

It was the Public Printer's opinion that research is producing the results needed. Who would have believed a few years ago, he asked, "that type would be set by photographic processes to short-cut production of film? Lithographic needs have brought out cold composition in steadily improving form. Printers must apply more of the principles of electronics and other sciences. People laugh when they are told that it may become possible to shoot a charge of electricity through a skid of paper and get a printed image on one side of every sheet. That is no more fantastic than some of the recent innovations of our craft.

In reviewing converter-buyer relationships Mr. Barlow laid stress on the need for better salesmanship. The average salesman does not know his plant or the industry in general, he said. Not one in ten could tell offhand, and accurately, the variety of web widths handled by the presses in his own plant. Salesmen should be well versed in printing, plates, colors, and have a better than average knowledge of art work.

Mr. Barlow advised his listeners to train their salesmen, "let them know your plant inside and out. Give them some background on art work and proper sales technique. Instill in them, if at all possible, complete dedication to the customer's interest. They must be interested in their own organizations, of course, but if they are also interested in their customers, the customers will take care of your organizations." he said

Mr. Barlow believed that the converting industry had been timid and short-sighted about pricing. "Lay your cards on the table," he advised. "The industry has made too much of a mystery of its business. There are no dark secrets, except a few of a technical nature, that cannot be shared with buyers. An honest, straightforward approach to the average buyer would prompt a uniformly warm reception," he added.

FTA's continuing officers are Karl L. Weik, Cello-Foil Products, Inc., Battle Creek, Mich., president; Frank Longenecker, Simplex Paper Box Co., Lancaster, Pa., and Franklin Moss, Mosstype Corp., Waldwick, N.J., vice-presidents; Douglas E. Tuttle, Interchemical Corp., secretary, Sidney S. Shapiro, Bensing Bros. & Deeney, Philadelphia, treasurer, and Julian Ross, executive secretary with offices at 220 West 42nd St., New York 36.



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PIA Top Management Conference Discusses Future



At the PIA Top Management Conference in Florida were (l. to r.) Charles E. Schatvet, New York City; Frank F. Pfeiffer, Dayton, Ohio; Harold R. Long, Mount Morris, Ill.; Augustus Morris, New York City, and Sampson R. Field, Long Island City, N.Y. The meeting was held at Boca Raton, Fla.

"Preparing for the progressive 60's" was the theme of the fifth Presidents' Conference for Top Management staged by Printing Industry of America, Inc., Feb. 2-6 in Boca Raton, Fla.

The conference chairman Frank Pfeiffer outlined at the opening session the considerations associated with "How I Develop My Successor." In outlining the ingredients for selecting a successor, Mr. Pfeiffer identified six basic leadership traits which formed the foundation for executive ability. Mr. Pfeiffer stated that one of the most common mistakes which top management makes is the search for a "carbon copy."

On the opening day in a presentation entitled "From Caveman to Spaceman," J. Lewis Powell dealt with the subject of the "Collapse of Time" and indicated how people must gear themselves today for more rapid changes in the future. The chart which Mr. Powell displayed gave a graphic history of the slow and cumbersome changes which have taken place through the ages, and compared them with the rapidity of changes today.

The session on the second day brought three case histories illustrating controls needed by top management for performance of management functions. These case histories were supported by illustrated charts prepared and distributed by Alven S. Ghertner of Nashville, Charles W. Bornhoff of Chicago, and O.T. Hamilton of Burbank, Calif.

At the third day's session the PIA salesmen-management committee chairman, F. C. R. Rauchenstein of St. Louis, presided over a discussion designed to assist management in evaluating the benefits of devoting time, normally used for selling, to the management of the business. Case histories were presented by Harold L. Holden of Minneapolis and J. Paul Whitehead of Waterbury, Conn. Included were identification of procedures adopted in the selection and training of sales management personnel.

Thursday's session dealing with finance included three broad areas. The first, presented by R. Walter Hale, Jr. of Nashville, dealt with the acquisition of new money for expansion or improvement. Mr. Hale presented results from printing industry experience in investigating various methods of financing expansion and improvement. Harold W. Braun, chairman of PIA's over-all committee on busi-

"Motivation of Manpower" was panel subject for (seated) Frank F. Pfeiffer, Dayton, Walter F. McArdle, Washington, and (standing) Kurt E. Volk, Bridgeport, Conn., Willard E. Brown, Washington, D.C., at management conference





"Management vs. Selling" was topic discussed by (l. to r.) F. C. R. Rauchenstein, Cavanagh Printing Co., St. Louis; J. P. Whitehead, Heminway Corp., Waterbury, Conn., Harold L. Holden, Holden Printing Co., Minneapolis, chairman of the PIA committee on utilization of services ness management, gave the results of his company's experience in constructing a new building.

The second aspect of finance had to do with the management of taxes to increase profits. Augustus Morris of the Tax Research Institute, a division of the Research Institute of America, presented suggestions for consideration of printers and lithographers, with emphasis on new tax provisions of recent federal legislation.

Sampson R. Field of New York City discussed acquisition and mergers. Mr. Field, who has had considerable experience in this field, brought in as additional participants in the discussion Charles E. Schatvet and Frank Pfeiffer. The three men presented the factors involved.

At the closing business session, PIA's Vice-President Walter P. McArdle was chairman of a session dealing with "Motivation of Manpower."

Participating in the motivation session was Willard E. Brown of Washington, D.C., who presented the results of several years of study of the problem which developed in connection with management participation in manpower motivation programs.

Kurt E. Volk, PIA president, described the "We" program and gave details of the benefits his company had derived from the human relations program.

Mr. Pfeiffer presented a case history which illustrated the importance of company information to employees in creating a feeling of participation as part of the human relations program.

Closing the session, the film, "Going Places," which depicts how one of the nation's leading industrial concerns has been built around a progressive management philosophy, was presented with a narration, designed to translate significance to graphic arts management, by Mr. Pfeiffer.



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World's largest specialist in enamel printing papers

enamel printing papers

Type Face Designed by Frederic Goudy Is Released by Monotype

(Concluded from page 79)

drawings for a new design, new master and work patterns, new matrices and new proofs—a prodigious employment for a man almost at his 73rd birthday! When Mr. Farquhar arrived, he approved of the new type. Later he told Goudy that if he had shown the discarded design first, he would have accepted it, but not after he had seen the new one.

During the remainder of 1938, Goudy worked on the new design. He asked himself some questions about the basic design —should it be for general use or for something more exotic? He decided to make it a general use letter and attempted to give the face "the utmost distinction compatible with such use, keeping especially in mind the wish to secure the greatest legibility . . . and a degree of beauty."

However, in the accompanying italic Goudy allowed himself some more or less fanciful effects, as he believed that the type would seldom be used in the mass.

Just prior to the completion of the type, the designer's shop burned, destroying all of his equipment, drawings, patterns, etc. By good fortune, insofar as Californian is concerned, the master patterns and the working patterns had already been forwarded to the Monotype Co. which was to make the matrices for the University.

When the type was almost completed, the naming of it was discussed. Mr. Farquhar favored "Californian," but Goudy preferred the name "Berkeley." During its development the name Californian was used, but Goudy later admitted that he never liked the term. The matter was settled when Goudy suggested, simply enough, the term "University Old Style." The Press manager agreed, but thought that the name of the school should be added. Goudy withdrew his objections but he later wrote that he reserved the hope that the type might prove so distinctive that the mere mention of "University Old Style" would be enough to identify it.

Thus Californian was born. Its first use was in the book *Typologia*, written by the master himself. Into this volume Goudy poured out his great love for the craft of letter design, along with many practical suggestions concerning its proper use. Printed in 1940 at the University Press, *Typologia* was selected as one of the Fifty Books of the Year. Arthur Thompson, in a critique of the selection in *Publishers' Weekly*, mentioned that it was set "in the author's new U. of C. Old Style, which turns out to be a really handsome type."

Now, happily, printers will have an opportunity to see for themselves the truth of this statement. Californian ought to please most of them, as it is a full-bodied face in the tradition of the Venetian old style letters. It is probably at its best in 12- and 14-point sizes, which should make it an excellent choice for the many large format books now being published.

In the italic, which follows the Chancery style, the fitting is quite close. Some typographers feel that this tight fitting is somewhat overdone. Goudy did say, however, that he did not plan the italic for mass composition. Probably most printers will prefer his approach.

The name of Californian will undoubtedly be very well received on the West Coast, where the printing industry is growing at an amazing speed. It is good to have available for general use one of the really fine letters from the hand of America's great type designer.

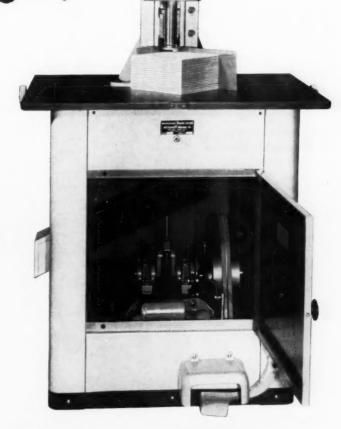
Heads NYC Lithographers Group

George Schlegel III, Snyder & Black & Schlegel, Inc., is the new president of the Metropolitan Lithographers Association, New York City. Other officers are Edward D. Wilson, New York Lithographing Corp., vice-president, and Albert Gerson, Gerson Offset Lithography Co., treasurer. Henry C. Latimer is executive director.



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This ruggedly-built Southworth Power Corner Cutter makes the toughest assignment simple . . . cutting round corners, diagonals and reverse corners on paper, plastic, cloth or board with equal ease. Standard knives available in a wide size range. Either matched knife and die or knife and nylon cutting block can be used. Special knives designed to order.

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Here are judges looking over direct-mail pieces in preparation for scoring and rating in the Lithographers and Printers National Association Ninth Lithographic Awards Competition and Exhibit. Judges are (front row from 1. to r.) Harold Schoemer, production manager, the R. H. Macy Co., and J. E. Cashion, advertising production manager, plumbing & heating division, the American Standard Co. Judges are (back row from 1.) Charles Hindle, McCann-Erickson, Inc., and Mrs. Christine Forbes, advertising manager, the Hartford Electric Co. There were 36 judges in the contest and 2,584 entries

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How to Reduce Expenses In Lithographic Plant

(Continued from page 60) costliest item with which we have to deal. Everything we purchase should be selected with one thought in mind: Will it save time? This applies to ink, paper, presses, push brooms, and oil cans.

Somewhere between the cheapest and the most expensive will be found the most economical. Quite often the most economical will be the most expensive to buy, but seldom will the cheap one prove to be the most profitable.

A certain amount of testing must be done in every plant in order to find best values, but care should be exercised or the plant will become a testing laboratory. This can be very costly. Whenever it is at all possible, simple tests should be made without involving a production job.

An eager salesman may want a purchasing agent to try a free sample of paper. It seems like a good idea until the production man is consulted. He explains that the only way he can test it on a press is to put a few hundred sheets through at the end of a run.

This means that the paper must be cut to the right size and then put at the bottom of the last skid. The sample paper may have a different finish than the regular run. It may be different caliper. It may be lacking in pick strength and it may be wavy.

Unless the press is reset for the sample paper, the test will not be adequate. If the paper acts up, it may ruin a blanket or cause loss of press time. There are other ways of testing paper.

Ink is even more difficult to test on a press. A sample, even a free one can be very costly to run on a job or at the end of a job. Without knowing the characteristics of an ink through bench tests and the manufacturer's specifications, the pressman should not put it on. Most samples are from unknown producers.

The purchasing agent should at all times use specifications when ordering anything important. Of course items being marketed under trade names or num-

bers usually adhere pretty well to advertised specs. But such things as lumber, lubricating oil, paper, etc., must be specified. Paper in particular should be ordered according to type, finish, size, weight, pick strength, moisture content, flatness, etc.

Also important is how the paper is trimmed. Just to say trimmed four sides is not enough. It is not always necessary for paper to be trimmed four sides. But it is important that one side be at a right angle with the front edge. It is also important for the gripper edge to be straight and not bowed.

The method of packing should also be specified. If you want it in cartons or boxes, or on skids to fit lift trucks or the press, so specify. And of course always include "Paper must be suitable for offset," so that the supplier will know what is required for sizing.

Tests should be made to see that supplies purchased under specifications conform to them. For instance, to check the square of paper, fold a sheet diagonally.

To check for bowed edge, butt two gripper edges. Opacity and whiteness may be checked by eye against known samples. Check for pick strength with the proper equipment. Check for grain direction with a tear test. Check for flatness by looking for wavy edges.

A proof press is a valuable piece of equipment for testing the absorption quality of paper, the drying rate of ink, and its penetrating characteristics. Whenever an unknown paper or ink is to be used on an important job, some proofs should be pulled the day before going to press. Production presses running on customer work should not be used for testing. If a press

ITCA Mid-Winter Meeting To Be Held in Miami, Fla.

The International Typographic Composition Association will hold its midwinter conference March 20-21 at Miami (Fla.) Women's Club. Three half-day sessions will feature panel and speaker treatment of management matters.

Sol Malkoff, president of the Typography Shop, Atlanta, Ga., will deliver a slide-film lecture on typographic design of today. Clarence E. Harlowe, ITCA first vice-president who heads Harlowe Typography, Inc. of Washington, D.C., will discuss the Brightype photographic method for preparing copy for duplicate platemaking directly from metal forms. Kimball A. Loring, president of the Machine Composition Co., Inc., Boston, will show sound slides to point up his presentation of this firm's photocomposition methods.

Serving as chairmen will be Mr. Harlowe, ITCA president Walter R. Adamson of Mono Lino Typesetting Ltd., Toronto, Canada, and Henry J. Wolf, Service Typographers, Inc., Chicago, second vice-president.

test must be made, use an idle press and run a test plate.

Purchasing plates from a trade shop means that one has to rely upon the reputation of the shop. The main specifications are kind of plate and size, how the work is to be laid up, and the use of cylinder marks. The actual quality of the plate will not be known until it is run. If only negatives are purchased from a trade shop, someone with the skill of a dot etcher must evaluate their quality. Or proof plates should be made and the job proved. Again, the cheapest is seldom the best buy.

On the problem of stock control, some time is required to arrive at a system that is both economical and safe. The purchasing agent will need the help of the production man and every foreman. A fine line must be drawn between enough stock to take care of normal emergencies and an overstocked condition. Too much stock means a big investment, slow turnover, and spoilage.

A system of reordering must be devised. For instance, blankets should not be overstocked. Every pressman should have two blankets for every cylinder of his press.

When one becomes bad he gets another from stock. If he is running a four-color press, he is not likely to request four or even two new ones on the same day unless he has an accident. And even if he spoiled



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industry is still trying to equal in
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100% COTTON Anniversary Bond Anniversary Onion Skin Anniversary Ledger

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50% COTTON English Bond English Ledger 25% COTTON

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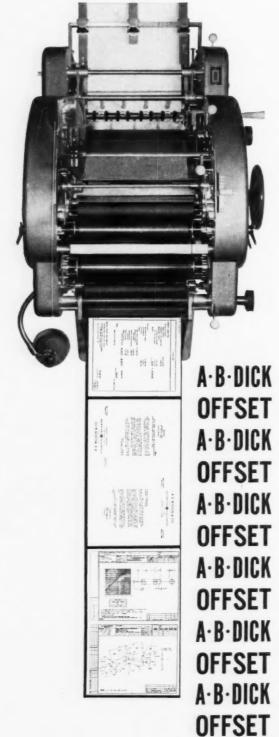
Translucent Bond

. . . also Vellums, Bristols and Thin Cards

Fox River Paper Corporation

APPLETON, WISCONSIN

This ad was set in the composing room of the Blankenheim Printing Co., Inc., 2256 So. 22nd St., Milwaukee, Wisconsin. Organized in 1922, it now has complete offset and letterpress facilities, including bindery and offset platemaking.



Double your offset duplicating production. Produce $10\frac{1}{2} \times 16\frac{1}{2}$ inch copy on 11×17 inch paper on a duplicator that takes less than 9 square feet of floor space. Speeds up to 9,000 sheets per hour. Produce two-up letterheads, forms, engineering paperwork or promotional literature . . . in black or brilliant colors.

The new A. B. Dick Model 360 offset duplicator is equipped with amazing Aquamatic control that insures precise ink-water balance. Perfect copy quality from start to finish... no time-consuming make-ready. Blanket and impression cylinders adjust automatically for different master thicknesses and paper weights. Variable speeds up to 9,000 copies per hour. Fully automated models available for high speed systems work. Call your A. B. Dick Company distributor, listed in the yellow pages, for information or a free demonstration. Or mail coupon at right.

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OFFSET

four blankets in one day, he has four spares that he can run while new ones are being procured.

So one new blanket in stock of each size used will usually suffice if new ones are readily available. If there are several multicolor presses of the same size, then one blanket per press should be the rule. In out-of-the-way areas where blankets may be several days in transit, more will have to be carried.

On such items as goldenrod and packing sheets, a minimum of one or two hundred may be set, depending upon speed of delivery and rate of use; in fact, practically everything may be worked out on that formula. A study of past requisition slips will show rate of use as well as any surge that occasionally takes place.

From this study a minimum may be established. When minimums have been set on all items, the stock man adheres to it until it is found that a change must be made. One of the standard systems of stock control may be used to give warning of depleted stock.

The more automatic the system is the easier and safer will be the job of purchasing and stocking. There are simple methods that are just as effective as the cumbersome and complicated systems. The object is to design a smooth working routine that will cut costs and prevent loss of time without overstocking. Too much paper work can be as bad as not enough.

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Zone	State

H. A. Myers Reelected Head Of One-Time Carbon Group

H. A. Myers, vice-president of the Frye Manufacturing Co., Des Moines, was unanimously elected president of the One-Time Carbon Paper Manufacturers Association at the group's fifth annual meeting Jan. 15 in New York City. McCluer Brewster of the American Carbon Paper Mfg. Co., Chatham, Va., was chosen vice-president of the organization.

Philip O. Deitsch was unanimously reelected managing director, Mr. Deitsch has held that post since the association was organized in 1955.

In addition to Mr. Myers and Mr. Brewster, the following were elected to the board of directors:

A. E. Bollinger, Ault & Wiborg Carbon & Ribbon Div., Interchemical Corp., Cincinnati; F. B. McFarland, Port Huron Sulphite & Paper Co., Port Huron, Mich., and Philip Hano, Technicarbon Co., Inc., Holyoke, Mass.

A highlight of the association's 1959 annual meeting was an address by H. M. Meloney, executive director of the Business Forms Institute, who spoke on the business forms industry and its immediate future.

Business Forms Gaining

(Concluded from page 59)

from pencil marks "sensed" automatically. The machines in return "read" these holes and perform the needed operations to furnish the desired results.

The business form of today may handle such things as payroll personnel, employee benefit plans, labor distribution, accounting, accounts receivable, accounts payable, general cost accounting, customer billing, financial operating reports, analyses, planning, budget, research analyses, controls, inventory control, production or work planning, engineering, gross-to-net check perforations, premium billing, premium reserve, premium production, and commission calculations.

In keeping pace with the paper work needs of business and industry, designers and authorities see ever widening applications in this field to meet old and new problems facing the businessman or office manager.

Wm. H. Buckeley New President Of Lithographic Technical Group

William H. Buckeley of Connecticut Printers, Inc., Hartford, Conn., is the new president of the Lithographic Technical Foundation, Inc. Serving with him are vice-president, Charles F. Roberts of Brett Litho Co., Long Island City, N.Y.; treasurer, George C. Kindred of Kindred MacLean & Co., Inc., Long Island City, N.Y., and Robert T. Wolff of Western Printing & Litho Co., St. Louis, secretary.



Manufacturing Compa

Colony Drive Wisconsin Dells, Wisconsin



A. A. Wade President



Harold W. Braun First Vice-President



Charles E. Kennedy Secretary-Treasurer



J. Tom Morgan, Jr. Immed. Past President

SGAA to Hold Annual Convention In Jacksonville, Fla., in April

April 26-28 are the dates set for the 38th annual convention of the Southern Graphic Arts Association at the Hotel Robert Meyer in Jacksonville, Fla. General chairman for this year's conclave is M. G. Lewis, president of the M. G. Lewis Printing Co., Jacksonville. Charles E. Kennedy is executive director of Southern Institute of Graphic Arts and secretary-treasurer of SGAA.

Entertainment planned for the convention visitors by Mr. Lewis and his committee includes a trip to Marineland and St. Augustine, a visit aboard one of the Navy's aircraft carriers, luncheon at the River Club, a trip on the yacht Robert Meyer, and the annual banquet planned for 8 p.m., Tuesday, at the San Jose Country Club.

Sunday convention business will include the annual meeting of the board of trustees of the SIGA, the annual SGAA board of directors meeting, and the board of directors dinner for board members and their wives.

The convention will officially open on Monday morning when A. A. Wade, president of SGAA; J. Tom Morgan of Columbus, Ga., immediate past president of SGAA, and Hayden Burns, mayor of Jacksonville, will present welcoming addresses. Harold N. Cornay, president, Press of H. N. Cornay, New Orleans, will introduce the keynote speaker, Kurt E. Volk, president, Printing Industry of America.

Also speaking at the Monday session will be William T. Clawson, director of advertising and sales promotion, Harris-Intertype Corp., Cleveland. Mr. Clawson's topic will be "How Is Your C.R.?"

An awards dinner will be held at 8 p.m. Monday when Mr. Volk will present certificates of award for printing exhibits.

Speakers and their topics scheduled for the Tuesday session include Ronald I. Drake, technical director, customer service, the Champion Paper and Fibre Co., Hamilton, Ohio, "Paper, Ink and Type;" Walter E. Soderstrom, executive vicepresident, National Association of PhotoLithographers, "Let's Take a Hard Look at Lithography," and Herbert S. Rand, Linofilm department manager, Mergenthaler





Harold N. Cornay (r.), president of Press of H. N. Cornay, will introduce Kurt E. Volk, PIA president, as the keynote speaker at SGAA meeting

Linotype, Brooklyn, "Linofilm—A True Systems Approach to Photocomposition."

John H. Doesburg Jr., general counsel, Master Printers Section of PIA, will conduct a labor seminar on labor policies developed by the participating groups.

Christopher R. Beran Dies

Christopher R. Beran, typographer, died Dec. 31 in San Francisco at the age of 84. Mr. Beran was well known espe-

cially by older craftsmen for his development of a distinctive style of typographical layout. He was born in Chicago and worked in several printing plants there. Then he moved to Denver to work for Smith-Brooks Printing



Christopher R. Beran

Co. where a book called *Beran: Some of His Work* was published. He later went to San Francisco to work and then to the Typographic Service Co. of Los Angeles. Mr. Beran returned to San Francisco where he helped found L'Esperance, Sivertson & Beran, a typographic and printing house.

Lithographers Hear Talk On Magnetic Ink Printing

(Concluded from page 61)

dressograph-Multigraph Corp. in Cleveland, demonstrated the use of the GE Loop Tester and Oscilloscope. A strip of characters clipped from a check is stripped on a tape and placed in the tester. The electrical impulse is then flashed on a small screen. If a letter or character is improperly spaced or if any other offquality characteristic is present, the signal will dip below the mark set for normal. The Addressograph-Multigraph Corp. also had its Model 1278 multilith offset duplicator on the convention floor to demonstrate the encoding of checks with magnetic ink and use of the new character encoding system.

E. Daniel Spina, project engineer for International Business Machines Corp., discussed the problems of magnetic ink imprinting. With film and slides he traced the development of magnetic ink and showed by means of a comparator chart how a character enlarged 50 times may be measured for accuracy on squares on the

Printers and lithographers in attendance seemed in a "wait-and-see" mood as to how they will proceed after the ABA booklet is issued. Questions from the floor indicated that they are ready to approach the problem. One printer wanted to know what happens when a build-up of magnetic ink occurs. The answer was that excess ink would increase the signal on the electronic machine and can't be permitted.

A film on Photopolymer printing plates, a talk on bank check imprinting by John Stork of Kentucky Lithographing Co., Louisville, and a discussion on cost accounting led by Frank R. Somers, a certified public accountant of Dayton, Ohio, closed the Friday session.

William R. McKeighan, Samuel Dodsworth Printing and Stationery Co., Kansas City, Mo., was named president-treasurer of the association. Gabe Kaelin, Courier-Journal Lithographing Co. of Louisville, Ky., was elected vice-president and secretary. J. B. Hill, American Litho and Printing Co., Des Moines, retiring president, remains on the board of directors for another year.

Board members whose terms run to 1960-61 include Richard J. Clay, T. L. Ketchings Co., Natchez, Miss.; H. Dorsey Douglas, H. Dorsey Douglas, Inc., Oklahoma City; J. B. Hill; John R. Hanson, Arkansas Printing and Litho Co., Little Rock; G. M. Kaelin, and William R. McKeighan.



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The Harris 236 is a 23" x 36" two-color offset press that can give you more salable sheets per man per hour than any other press this size in America. And at lower cost! The 236 is ideal for the most common trim sizes and speeds them through at 7,000 iph. It has all of these famous Harris features: · feed-roll register • 48"-high feed pile • 36 1/2" delivery pile • 22-roll inker • single-position controls • double-size transfer cylinder • separate impression cylinders The Harris 236 pairs with the Harris 136 or any other 36" single-color press.



Printing quality is discussed by these judges of the 1959 Folding Carton competition sponsored by the Folding Paper Box Association of America. They are (from 1. to r.) Gordon Martin, a Chicago typographer; Donald Macauley, paper quality control consultant, Chappaqua, N.Y., and Edward Tollefson, Foote, Cone and Belding advertising agency, Chicago. The "100 Best Cartons of the Year" selected by these and other judges will be given awards at the FPBAA meeting March 23-25 in Chicago

Folding Paper Box Association Annual Meeting March 23-25

Dr. Norman Vincent Peale, New York churchman and espouser of the philosophy of "positive thinking," will be one of the principal speakers at the annual meeting of the Folding Paper Box Association of America, March 23-25, in the Drake Hotel, Chicago. Dr. Peale will address the general session on March 23.

At the luncheon on March 25, Donald J. Hardenbrook, vice-president of Union Bag-Camp Paper Corp., New York, will discuss "The Responsibility of Businessmen in Political Affairs."

Other speakers will include Jack Dunham, Mengel Co., Louisville; James D. Moore, labor consultant, J. D. Moore organization, Park Ridge, Ill.; Dr. Robert Roy, dean of the School of Engineering of Johns Hopkins University in Baltimore; Dr. Howard T. Hovde, vice-president and treasurer, Coördinated Marketing Management Corp., New York, and Robert G. Paramore, vice-president, Central Fibre Products Co., Quincy, Ill.

Other speakers scheduled for the meeting are F. N. Anderton, controller, Birmingham Paper Co., Birmingham. Ala.; Donald W. Boylan, controller, Ohio Boxboard Co., Rittman, Ohio, and Walter Polner, American Medical Association, Chicago.

A highlight of the event will be the presentation of certificates for the 100 best entries submitted in the association's annual folding carton competition. All entries will be displayed at the meeting and the award winners will go on a nationwide tour starting in April. They will be shown in conjunction with "modern

packaging" days to be staged in 20 cities under the sponsorship of advertising and sales executive clubs.

James N. Andrews, president of the association, will preside at the annual meeting. He is executive vice-president of the Ohio Boxboard Co. located in Rittman, Ohio.

April 8 Set for Direct Mail Day Observance in Philadelphia

April 8 will be Direct Mail Day in Philadelphia. More for your money with direct mail is the theme for this eighth annual event at Bellevue Stratford Hotel. Philadelphia Direct Mail Club is sponsoring a program featuring an address by Ivy Baker Priest, Treasurer of the United Strates

ITCA Sponsors Carnegie Photocomposition Forum

The International Typographic Composition Association staged a photocomposition workshop Jan. 23-24 in Pittsburgh. More than a hundred registrants attended sessions at Carnegie Institute of Technology and the Penn-Sheraton Hotel. Chairmen were ITCA president Walter R. Adamson of Mono Lino Typesetting Co. Ltd., Toronto, and association vice-president Clarence E. Harlowe of Harlowe Typography, Inc., Washington, D.C.

William H. Vinton, new product development manager, E. I. duPont de Nemours & Co., reviewed development of phototypographic materials and the relationship of the photopolymer plate to photocomposition. He said DuPont was studying all hot metal processes to determine quality characteristics as a step toward successful production of the plate from conventional composition.

DuPont's Bernard J. Halpern discussed processes for converting hot-metal type images for photomechanical plate production. With large blowups of 8-point type he showed the effects of squeeze-out and fringe deterioration of images converted by conventional and experimental processes. He also moderated a film makeup session for operators and technicians.

Robert D. Schulz reported on Eastman Kodak developments of interest to the photocomposition field.

Carl P. Palmer gave a film-slide lecture on "Phototypography As an Integrated Process," also the title of a book he is writing. He analyzed photocomposition planning and production with special reference to typesetting problems and spoke on the need for better art preparation.

There were moderated discussions of camera, film and film makeup problems. Representatives of five companies marketing phototypesetting machines were on the answering side of a question period following reviews of successful photocomposition operations.

The Frye Manufacturing Co., Des Moines, lowa, manufacturer of one-time carbon paper for the business forms industry, has recently placed its new carbonizing ink plant in full operation. The five numbered buildings shown in the picture are: one, the original office and production building purchased in 1945; two, paper warehouse completed in 1952; three, ink plant completed in 1958; four, storage building completed in 1957, and five, the company warehouse occupied in 1957



The Inland and American PRINTER and LITHOGRAPHER
For March, 1959



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"Time is saved in every department through the advantages of NCR INo Carbon Re- a unit. And our employees favor the new quired) Paper. This repays the yearly cost of NCR Paper every six months.

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forms, originals and copies, are picked up as paper because it is clean and produces sharper, clearer copies.

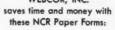
"NCR Paper has proved to be a highly profitable investment for us."

H.R. Latter H. R. Letzter, Vice-President of Webcor, Inc.

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Printing work order Purchase price request Incident report Package pass Material received Parts requisition Repair order Purchase order revision Charge request In-warranty report Warranty check request

Project authorization

Sub-mfg. order Leave of absence Credit memo Shipping memo Delivery ticket

Warehouse permit

Material record adjustment

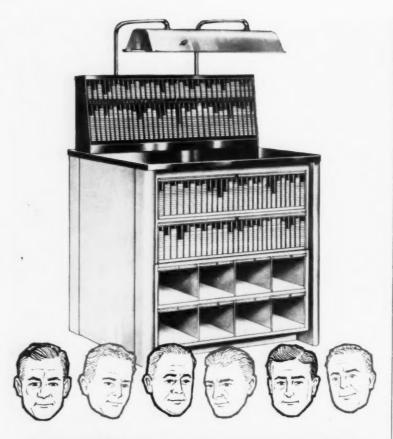
Scrop ticket

Shipping order

Tool order

Change of material classification

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See catalog 28, pages 14-15 or write Printers Division, Hamilton Manufacturing Company, Two Rivers, Wisconsin.

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NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

Spot Carbonizing Items

Four items on spot carbonization have been released by Spot Carbon Products, 54 Lafayette St., New York 13. "Primer on Spot Carb" is a folder listing the types of forms which can be feasibly and economically used. Specimen forms showing carbonizing at different points are enclosed in the folder.

A packet of samples of miscellaneous forms is also available. "How Industry Uses Spot Carbon" is a series of reprints of articles pointing up sales potentials for printers looking for new business and higher profits.

Unusual forms with unique approaches and technical improvements are sampled in "New Developments in Spot Carbon Forms."

Catalog of Business Forms

The Tex-N-Set Manifold Co. of Arlington, Tex., has published a catalog covering the firm's line of custom and Red-I-Made snap-a-part business forms. Instructions for estimating the cost of custom snap-a-part forms and of blockouts, numbering, punching, perforation, color printing, and other special requirements are given. Each of the Red-I-Made forms is shown along with specifications and suggested sales prices.



Red-I-Made, custom-made business forms shown

Punched-Card Data Processing

Remington Rand has issued a folder describing a low-cost system of punched-card data processing especially designed for small business. Production control, payroll, inventory control, and other accounting work can be machine processed by the system.

The four basic pieces of equipment are the alphabetical punch, sorter, alphabetical tabulator and summary punch, and the reproducing punch. Sixty cards or more can be processed per minute.

The illustrated folder is available from Remington Rand branch offices and from Remington Rand Univac Division of Sperry Rand Corp., 315 Fourth Ave., New York 10.



Booklet on printing mechanics is offered by K-C

Facts for Printing Buyers

To aid printing purchasers and planners Kimberly-Clark Corp. of Neenah, Wis., has issued a booklet called "Fundamentals of Printing." Type selections, silk screening, plate preparation, proofreaders' marks, and other topics are covered with illustrations and tables included. Described are efficient copy preparation, layout and art, paper, etc. Copies are available from the company and distributors.

Scholarships Offered by H-I

"Scholarship and Aid-to-Education Programs" is the title of a booklet describing the financial assistance Harris-Intertype Corp. is offering to young men seeking careers in the printing and publishing industry. Copies are available from the company's Personnel Department at 55 Public Sq., Cleveland 13.

Metallic Ink Booklet

A booklet containing 12 colors of litho and letterpress metallic inks plus 20 custom colors may be obtained from Van Son Holland Inks, Mineola, N.Y.

Wood Engraving, Past and Present

The Sander Wood Engraving Co., Inc., 542 S. Dearborn St., Chicago 5, has issued a "Woodcut Manual." Amply illustrated with woodcuts in a variety of textures and styles, the manual tells the story of wood engraving from its historical past to the present. The booklet explains how woodcuts still have their special applicability today, particularly in catalog illustration and corrugated box packaging; examples are included.

A halftone, pen drawing, and woodcut are shown for comparison. Two advan-

tages of woodcuts are that they combine art work and plate into one item, and they can show precise detail in a realistic way.

For the sake of estimating expense in ordering woodcuts, they have been divided into five classes according to size and detail, which are the factors determining the time consumed in making them, and thus the cost. Tools and methods for making wood engravings are described.

Photographic Data Sheets

Three technical bulletins containing descriptive material and charts on photographic data are available from Ansco, division of General Aniline and Film Corp., Binghamton, N.Y. The topics are Fixers, Lustrex Contact Paper, and Paper Chemicals, including developers and toners.

Interchangeable Typewriter Types

Remington Rand has issued booklet R-8964.5 showing symbols used in the fields of electricity and electronics available as interchangeable typewriter type. The individual type symbols fit any Remington Rand typewriter which has had interchangeable type bars installed. Exponent numbers, Greek alphabets, and various mathematical signs are shown both in pica and elite faces. Copies of the booklet may be obtained from branch offices or from



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Remington Rand Division of Sperry Rand Corp., 315 Fourth Ave., New York 10.

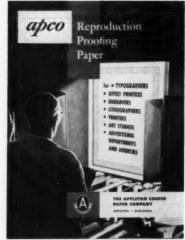
Modern Newspaper Text Face

Intertype Co., division of Harris-Intertype Corp., offers a new booklet introducing Intertype Royal as a modern newspaper 8-, 8½- and 9-point text face with a high word count in narrow-column measures. Sizes and weights are shown in comparison with Intertype Ideal, Imperial, Regal, and Rex news faces. Text sizes are reproduced in blocks set solid, leaded ½ and 1 point in column measures from 11 through 12 picas.

Also shown are six unit fonts for wire transmission. Other information includes alphabet point length, figure size, characters per pica, code words, and font numbers. Copies of "Royal by Intertype" are available from sales representatives or the company's Sales Promotion Department, 360 Furman St., Brooklyn 1, N.Y.

Offset Ink Sample Book

A spiral-bound catalog of Insta-Lith inks for lithographic printing is available from Flint Ink Corp., 2546 Clark Ave., Detroit 9, and its branches. Forty colors are shown on both coated and uncoated paper. Color wheels are included.



APCO kit contains repro proofing paper sample

Reproduction Proofing Paper

A sample kit on APCO Reproduction Proofing Paper is available from Appleton Coated Paper Co., Appleton, Wis., and its distributors. Paper samples and a description of reproduction proofing and its application to the graphic arts are included. Typographic and halftone printed proofs as well as unprinted sheets of light and heavy weights for test purposes are contained in the kit.

Alpenopake Four-Color Brochure

A 12-pound sheet of Alpenopake has been lithographed on both sides in four colors and folded to demonstrate its printability and applicability. Halftones and line drawings have been used. The opacity of the paper and its light weight for economy in mailing are emphasized. Copies of the folder, "The Trend Is to Lightweight, Versatile Alpenopake," are available from Fletcher Paper Co., 20 N. Wacker Dr., Chicago 6, and Fletcher paper merchants.



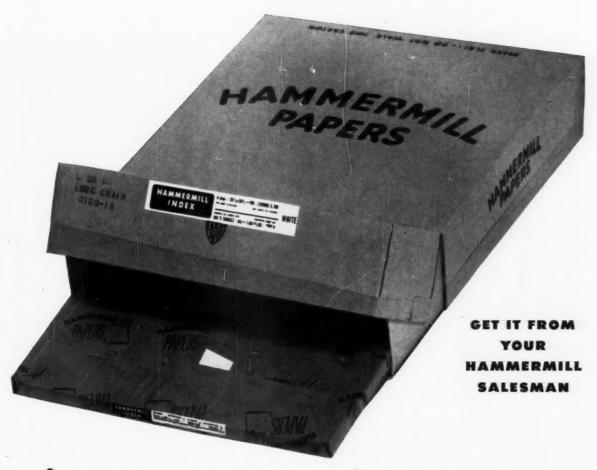
Fletcher Alpenopake folder in 12-pound weight

Uncoated Lithographic Paper

A sample book of Clear Spring Offset has been issued by West Virginia Pulp and Paper Co., 230 Park Ave., New York 17. Regular and vellum finishes in 50-, 60-, 70-, 80-, and 100-pound weights are shown.



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information.

PEOPLE IN THE NEWS

MOIRE WILLS, formerly with Autographic Business Forms, Ltd., Montreal, has joined Consolidated Business Systems.

WILLIAM GOHRING has joined Popular Mechanics Co., Chicago, as general manager of its book division. He also heads the company's Windsor Press division. He was formerly with Meredith Publishing Co.

HAROLD J. MOYNAHAN, JR. has left Logan Business Products Co., Inc., Westbury, N.Y., where he was sales manager, to become assistant to the president of Rogersnap Business Forms, Inc., Dallas.





Harold Moynahan, J

Emmitt Johnson

EMMITT JOHNSON, formerly with the Ad Shop of New Orleans, has joined Kelley & Jamison, Inc., Memphis, Tenn., as quality control manager.

ED STRANGE has become a sales representative in northeast Texas and Okla homa with headquarters in Ardmore, Okla., for Ennis Tag and Salesbook Co.

HENRY M. KLEIN, JR. has been named vice-president and assistant to the president of the Smith-Hart Printing Corp., Rochester, N.Y. NORTON V. SMITH was made production manager and WALTER S. SCHAFER is the new head of the estimating and planning department.

ARTHUR S. MCGINN, previously vicepresident and director of Magill-Weinsheimer Co., Chicago, has been appointed executive vice-president of Cadillac Printing and Lithographing Corp., Chicago.





Arthur S. McGinn

Emmett L. Duemke

EMMETT L. DUEMKE, president of Argus Printing Co., Minneapolis, has been

appointed a director of Southern Mill and Manufacturing Co. of Tulsa, Okla., prefabricated housing manufacturer.





Henry J. Beh

y J. Behr John Mazz

HENRY J. BEHR has become vice-president in charge of customer service and JOHN MAZZOLA, also appointed vice-president, is directing mechanical operations for Strawberry Hill Press, Inc., Long Island City, N.Y.

JOHN BEST, formerly with Manz Corp. and Newman-Rudolph Lithographing Co. of Chicago, has joined Calvert Lithographing Co., Detroit, to take charge of all plant operations. ANDREW BERGER has left Shelby Lithograph Co. to become the pressroom superintendent, and FRED SCHEPKE, previously with National Lithograph Co., is heading Calvert's bindery department.

THOMAS F. SWANSON, after serving for two and one-half years as assistant director of sales and in other administrative sales capacities, has been appointed sales research and promotion manager for Didde-Glaser, Inc., Emporia, Kan. The firm makes Speed-Klect Collators and is a distributor of related graphic arts items.





Thomas F. Swansor

Joseph A. Kristan

JOSEPH A. KRISTAN has been promoted to sales manager of Monsen Typographers, Inc., Los Angeles.

SHIRLEY WORKMAN, vice-president and general manager of Cornelius Printing Co., Silver Spring, Md., has retired after serving the company for 25 years. THOMAS T. LOWE was appointed manager of the company.

NELSON E. STRONG has been appointed sales manager and publication consultant for Finlay Brothers, printers, Hartford, Conn.

STANLEY ENGEBERG, production planning manager; HENRY TAYLOR, sales manager, and RALPH MURPHY, administrative vice-president, all of Darby Printing Co., Washington, D.C., were awarded

diplomas recently for having completed a four-week management course sponsored by American Management Association.

H. GLENN CHAFFER has been appointed manager of Stecher-Traung Lithograph Corp.'s new sales office in Bridgeport, Conn.

MAX BURNS has been appointed vicepresident and assistant general manager-of Highland Park Printers, Inc., Highland Park Mich

PETER A. RICE, Capricorn Litho Co., has succeeded DANIEL A. FORD, Peter F. Mallon, Inc., as president of the Litho Club of New York City.

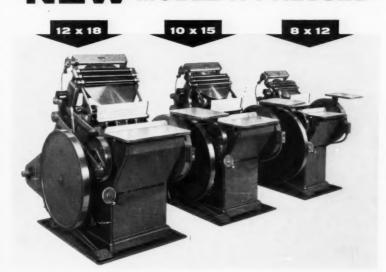
BRUCE H. NICOLL has been appointed director of the University of Nebraska Press, Lincoln, Nebr.

GEORGE W. JOHNS succeeds GEORGE A. JENNINGS, retired, as Detroit division manager for Graham Paper Co., St. Louis, Mo.

WALTER J. GUISE is representing Miller Printing Machinery Co. in the New York area out of the New York City office.

PHILIP W. BUDD has been promoted to production manager of Northwest Paper Co.'s mill in Brainerd, Minn. HAR-OLD H. HUSEBY has succeeded him as

Announcing Chandler & Price NEW MODEL-N PRESSES



Complete hand-fed units designed for schools, institutions and commercial plants

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When you buy a MODEL-N Press, you have no extras to consider, Each press is a complete unit, from floor pan to impression counter, including such items as adjustable bed tracks and roller extension tracks. Many additional refinements like the plastic-coated feed and delivery boards, a hard-fiber flywheel guard permanently attached, new silent drive for ink disc, motor bracket well above the floor, constant speed motor with variable speed drive and an all-new modern grey finish make MODEL-N the finest hand-fed press C & P engineers have ever designed. This is a press that meets any requirement for both fine halftone as well as color printing. The choice of three sizes makes possible the selection of a size suitable for any printing production which can be hand-fed. Write for complete details.

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manager of the finishing and shipping department at Cloquet, Minn. EARL W. WOLLEAT is superintendent of paper manufacturing and assistant production manager of the Brainerd mill.

CHRISTIAN C. REHKOPF has become manager of Graham Paper Co.'s Chattanooga, Tenn., division. He is succeeding HARRY R. SCHABERG who is devoting full time to sales work in Chattanooga.

CHARLES W. RICHARDS has been named manager of International Paper Co.'s mill at York Haven, Pa. He succeeds RALPH MASTEN who died recently after 18 years with the company.



F. A. Weymouth V. J. Porth H. C. Muller

FRED A. WEYMOUTH has been appointed a vice-president of Interchemical Corp., New York City. VICTOR J. PORTH, JR. succeeds him as division vice-president of production in Chicago. HARVEY MULLER is taking Mr. Porth's place as manager of the Elizabeth, N.J., factory and is succeeded by ROBERT E. NIGMAN, now factory manager at the company's Battle Creek, Mich., plant.





Ansell James

James E. Healy

RICHARD K. ANSELL has been elected vice-president of Amsterdam Continental Types and Graphic Equipment, Inc., New York City. JAMES E. HEALY has become treasurer.

CHARLES J. CONLIN, JR. has been promoted to director of planning and controller for the Harris-Seybold division of Harris-Intertype Corp., Cleveland.

CLARENCE P. SHELDON has become a vice-president and general sales manager for Northwest Paper Co. with headquarters in Chicago. CHESTER A. RAYMOND has joined the New York sales staff.

ROBERT E. LEITER has been promoted to Los Angeles branch sales supervisor, printing products division, Minnesota Mining & Manufacturing Co.

ALTON D. BAYNE has been named customer service manager for Cullom & Ghertner Co., Nashville, Tenn. He succeeds DAVID HALPERN who has joined C&G's Nashville sales force.

JAMES E. CARPENTER has become assistant manager of the Ticonderoga, N.Y., mill of International Paper Co.

ERWIN A. MIESSLER, vice-president and production director of Needham, Louis & Brorby, Chicago, has been reelected chairman of Gravure Technical Association's customer relations committee for this year.

HAROLD REEF has been appointed technical service manager of the flexographic division of Kelley & Jamison, Memphis, Tenn. JAMES REED is the new superintendent of rubber engravings.

JOSEPH B. LANTERMAN, president and director of American Steel Foundries, has been elected a board member of Miehle-Goss-Dexter, Inc., Chicago.

CHARLES K. DOMAN has been transferred from the Chicago office to the Atlanta, Ga., sales office of Nekoosa-Edwards Paper Co.

TED M. STEINMETZ has been appointed midwest sales and service representa-

Ted M. Steinmetz







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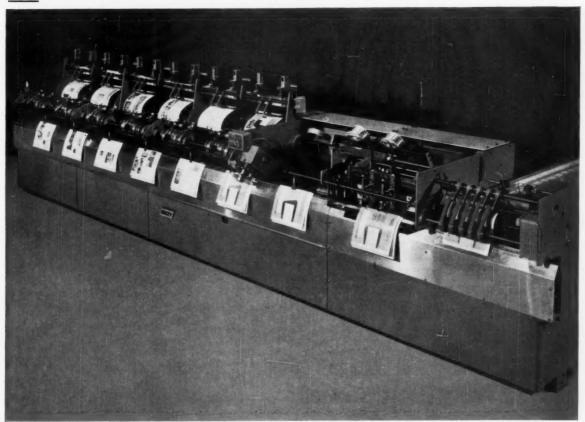
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tive in Chicago for Crown Zellerbach Printing Papers. THOMAS H. MAYER is the new eastern district sales representative out of New York City.

RICHARD F. CADWALLADER has been advanced from assistant treasurer to controller of Oxford Paper Co., New York City. MARSHALL A. METZGER, former auditor, was appointed assistant treasurer.

RUSSELL J. BARTELS has been appointed a district representative with offices in St. Louis for the Macey Co., subsidiary of Harris-Intertype Corp.

RODNEY M. FORD has become a west coast representative for Star Parts, Inc., South Hackensack, N.J.

L. GUY RENY and HOWARD L. MIL-LER have been named regional sales managers for Thomas Collators Inc., New York City.

HARRY E. WILLER was honored recently for his 50th anniversary with the Goss Co., division of Miehle-Goss-Dexter, Inc., Chicago. He works in the industrial engineering department.



Harry E. Willer

Harry J. Buncke

HARRY J. BUNCKE, vice-president of engineering for Oxford Paper Co., Rumford, Me., has been transferred to the firm's executive offices in New York City.

CLARENCE SMAIL has been appointed a sales representative in the northern Ohio area out of Cleveland for the William G. Johnston Co. of Pittsburgh.

BARTON CHRISTOPHER has joined Royal Register Co., Nashua, N.H., as general manager.

HENRY P. PETZOLD has become assistant to the vice-president of Oxford Paper Co. at Rumford, Me. CHARLES L. FERGUSON succeeds him as Rumford Mill manager. HENRY B. CONNER is Mr. Ferguson's successor as assistant mill manager, paper, and HOWARD P. WALDENMYER was named assistant mill manager, pulp.

Henry P. Petzold

3

Charles L. Ferguson





Howard Robinson

N. E. WALLRICH has been named manager of the St. Paul, Minn., branch of General Printing Ink Co., division of Sun Chemical Corp. He replaces W. LAW-RENCE who is remaining with the company in an advisory capacity. HOWARD ROBINSON is taking charge of laboratory and plant operations at St. Paul.

GEORGE BRUNHOUSE has joined the product planning staff of Fairchild Graphic Equipment, Plainview, L.I., N.Y., and is directing graphic arts applications of the company's color program. He formerly served as Time-Life color scanner sales and service coördinator and as color production supervisor for Edward Stern & Co., Philadelphia.

ALFRED W. ARENANDER, JR. has been promoted to trade relations manager for West Virginia Pulp and Paper Co., New York City. WILLIAM F. MERRILEES succeeds him as purchasing agent.

HOWARD K. LAMBERT has been named general sales manager of the machine division of Hobbs Manufacturing Co., Worcester, Mass. LARRY DAMOUR has been promoted from plant sales engineer to succeed Mr. Lambert as Cleveland district sales manager.





Howard K. Lambert

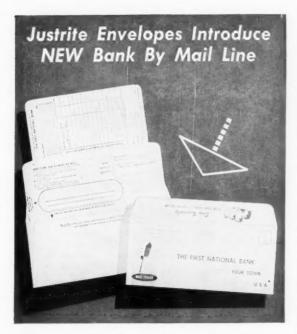
lorman D. Provan

NORMAN D. PROVAN is replacing RICHARD T. KENNEDY, who has resigned, as a representative in the Twin Cities area out of St. Paul for Ideal Roller & Manufacturing Co., Inc.

CHESTER L. THORNDIKE, JR. has been elected assistant vice-president and sales manager of the F. A. Bassette Co., Springfield, Mass.

HERBERT W. BLOMQUIST has been appointed operations manager for Eastern Graphic Arts Supply Co., Inc. and Empire Laboratories Inc., New York City.

HARVEY BRITTLE has been promoted to director of purchasing and production for C. S. Hammond & Co., New York and Maplewood, N.J.



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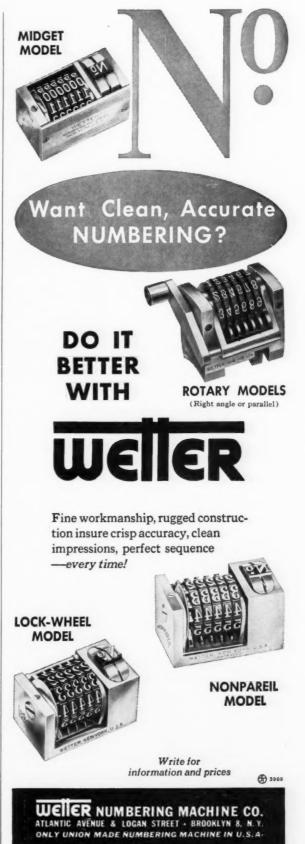
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Guide to Films, Periodicals, and Books in Printing, Paper, Publishing Printed Advertising, and Their Closely Related Industries. (Titles from 1950-1955). By George J. Mills. \$2.35. Contains listings of "Motion Pictures and Filmstrips," "Books," and "Periodicals."

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IDEA NO. 149

Sales-Stimulatin' Sticker

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Sales-Stimulatin' Sticker
Even the simplest printed piece can
become a "standout," result-wise,
by using modern, moistureless
Kleen-Stik. Here's one that
National Cleaners Chemical Mfg.
Co., Chicago, uses to remind customers to phone for rush service.
Art Saltz, National's "peppery"
Sales Manager, had his agency,
Burlingame-Grossman, design
this bold reminder. Thanks to
Kleen-Stik's easy peel-an'-press
application, salesmen can place one
near every customer's phone—on
desk-top, stockroom wall, or other
handy spot. Simple . . . but it stimulates extra sales! Larry Berland,
of Berland Printing Service,
Chicago, gets the nod for a neat
print job.

The World's Most Versatile Self-Sticking Adhesive



IDEA NO. 150

YEARS 0F

Kleen-Stik Sells Everything-

Kleen-Stik Sells Everything—

- including the kitchen sink! When
Youngstown Kitchens Division of
American-Standard, Salem, Ohio,
wanted to stress the many advantages of their new Servi-Centersink
unit, they designed this large (11
x 15) label to go right on the product.
Attractively litho d in three colors
on Kleen-Stik 800-V, it plainly
shows all the new "gadgets", lists
cleaning instructions, etc. After installation, it p-e-e-l-s off clean and
easy. Ad Mgr. Frank Kautzmann
worked with Bill Matthews, Sales
Mgr. for Great Lakes Lithograph
Go. of Cleveland, to produce this
effective "silent salesman".

Your sales won't sink if you

Tour sales won't sink if you get "in the swim" with versatile, long-lasting Kleen-Stik displays. See your regular printer, lithographer, or silk screener for ideas...or write for our free 'Idea-of-the-Month' service.

kleen-sti PRODUCTS, INC. 7300 West Wilson Avenue Chicago 31, Illinois

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THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ ADD SLOGANS DEP'T: Last month we reported a Pittsburgh photoengraver had originated a slogan, "To get the best, buy letterpress!" Then we invited offset printers to top it, and we should have known better for in came four from C. W. Clark, Jr., vice-president of Clark Printing Co., Inc. in Kansas City, and they go like this:

"For the best yet, it's offset."

"No need to fret-go offset."

"If quality's your pet-go offset."

"In the age of the jet-it's offset."

But this one really bowled us over: "From counterfeiting to pornography, go lithography." Mr. Clark added in a conversational tone: "I can guarantee you we won't be using any of these but for someone who likes slogans, let 'em have fun."

★ IT'S NO WONDER THE DUTCH are looking for printing business in this country. We were amazed to learn that the little country behind the dikes had 576 letterpress and intaglio printing plants with 27,195 employees; 57 lithographic and offset printing shops with 3,481 employees; 45 chemigraphic works with 1,777 employees; 101 bookbinding establishments with 4,697 employees; 21 other concerns with 1,122 employees. In all there are 800 shops with 38,272 employees. This summary applies only to firms with staffs of at least 10.

Netherlands printers have particularly high standards for scientific books and periodicals. The printing of prayer books, Bibles, and other religious literature is done with great care. The Dutch publish many books in foreign languages, especially English.

The Netherlands has established a foundation known as the Graphic Export Center in Amsterdam to promote export of the products of its printing industry. And on top of that the Netherlands Trade Commission in this country has hired a New York public relations firm! Such tactics can get the U.S. printing industry in Dutch!!

★ THE JAPANESE ARE NOT ONLY MAKING A BID for the small auto and camera business, not to mention hundreds of other lesser items, in this country, but are now after printing. According to its current English edition, The Asian Printer, published in Tokyo, offers "Fine Printings in Japan. Better quality! Cheaper cost! More attractive! As you can see in this magazine, quality printings; Picture cards, Calendars, Leaflets & Catalogues, Posters & Maps, Textbooks, Stamps, Label & Seals, Wrapping Papers are printed here in good conditions and you can save money, same time you will have a nice reputations among your

clients. Please ask us about your ideas! Together with your printing quantities, kinds, and so on."

At this writing we will continue to have our printing done in the good ole U.S.A. until those Japanese learn how to handle English better! And even then we won't have a yen for their kind of printing!

- ★ HINTS WE REALLY DON'T NEED: When imitating old-fashioned printing, beware of misusing the long "s," resembling "f." It was properly used only initially or medially, never at the end of a word. It was virtually obsolete by 1800.
- ★ PRINTING INDUSTRY OF HOUSTON has started a quiet little campaign to find out what its members think of a situation that apparently exists in that Texas metropolis and might well exist in your city, too, for all you know. The article in the association bulletin was headed, "What Do You Think?" and ran this way:

"No one will question the wisdom of seeing to it that one's employee is not carrying on a business that might be in competition with you; i.e., running a press, etc., in his home after working hours or over week-ends. With the best intentions of everybody concerned, this only will ultimately end up in trouble.

"Too many employers condone this practice, partly out of sympathy for the employee wanting to start his own business, partly out of fear that the employee can't be easily replaced, frequently through lack of knowledge that such condition exists. In fairness, usually when an employer finds this practice existing, he takes prompt and proper action; either the employee stops the extra-curricular work or stops working for the employer.

"But what about the supply firm who, in its mistaken desire to help a fellow get started, not only sells him equipment and supplies but goes to one of its customers, a printer, and suggests the customer help the fellow in this movement by allowing the supply firm to sell the extra equipment the customer has to this employee?"

And so-how many bedroom printers do you employ?

- ★ SHINE OR RESIGN IN '59 is a slogan a lot of printing plant superintendents might well post on their bulletin boards. Trouble is, too many will want to wine and dine in '59 on the boss' time but won't shine or resign!!
- ★ KENTUCKIAN ROBERT SEMPLE, pioneer California printer, published the state's first newspaper in 1846 at Monterey, moved it in 1847 to San Francisco.

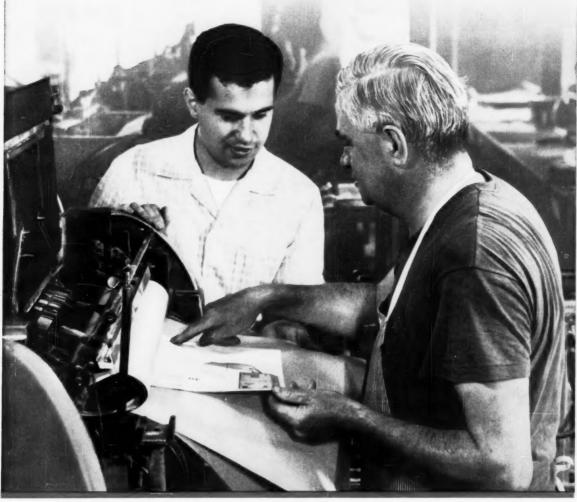


"Nothing but Cromwell tympan for 40

years, son" That's right! Veteran pressman Jack Taylor at Max Stern's Sons in Chicago has been using Cromwell tympan for his whole printing life. He will use no other. The reason as he gives it to every apprentice:

"Caliper of Cromwell tympan is unvarying across the width of the sheet and from sheet to sheet. Here, we use two calipers—3 and 5 mil—cut to special sizes for our presses. We save time on makeready and on the run. No breakdown of the surface of Cromwell tympan. No sponginess to build up matrix trouble. You can't go wrong when you insist on CROMWELL tympan."

Take a tip from this veteran. Insist on Cromwell when you order tympan.



- Cromwell tympan is available in 11 calipers from .002" to .020".
 All sizes are tailored to fit your press.
- You can buy any quantity from one ream up, in any size.

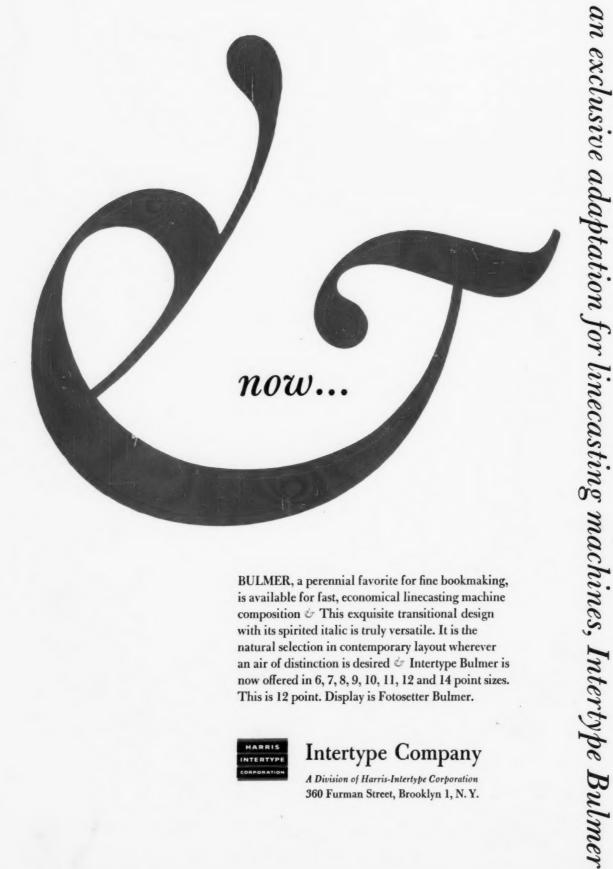
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- Ask us for working samples. Test Cromwell tympan at our expense.
- <u>Economy tip</u>: Use untreated tympan below the top sheet for maximum uniformity and efficiency in makeready.
- And don't forget Cromwell offset packing paper, for the solution to your offset packing problems, too!



Cromwell

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